

ASCI

ADVERTISING WITH A CONSCIENCE

The Advertising Standards Council Of India

29th Report & Accounts of 2014 - 15

ASCI 'Executive Arm' of Dept. of Consumer Affairs

उपभोक्ता मामलों के विभाग (डीओसीए) ने गुमराह करने वाले विज्ञापनों को रोकने के लिए

"एक्जीक्यूटिव आर्म" के रूप में एएससीआइ के साथ साझेदारी की

सरोकार संवाददाता

नई दिल्ली। गुमराह करने वाले ज्ञापनों से निपटने और अनुचित ट्रेड पार्टनर्स ो नजरअंदाज करने के मिशन को जारी खते हुये, उपभोक्ता मामलों के विभाग ...ेब पोर्टल जीएएमए को



एमए पोर्टल ;हंउंण्हवअण्पदद्ध , इन्हें त्रिस्तरीय सिस्टम के । जायेगा, यानी पहले स्तर पर द्वारा, दूसरे स्तर पर इंटर टरिंग कमेटी (आइएमएमसी)

उपभोक्ता भी अ इस साझेद अतिरिक्त सचिव व्यक्त करते हुये

अनुचित ट्रेड प्रैक्टिस का दायरा बहुत व्या हो गया है। यह विभिन्न क्षेत्रों, माध्यमों भौगोलिक क्षेत्रों में फैला हुआ है। डीओ और एएससीआइ के बीच साझेदारी विनियामकीय निकायों को सशक्त बना दिशा में एक महत्वपूर्ण कदम है। साझेदारी ''मोर गवर्नेंस-लेस गवर्नमेंट' प्रदर्शन करती है।''

DoCA JOINS ASCI AGAINST MISLEADING ADS

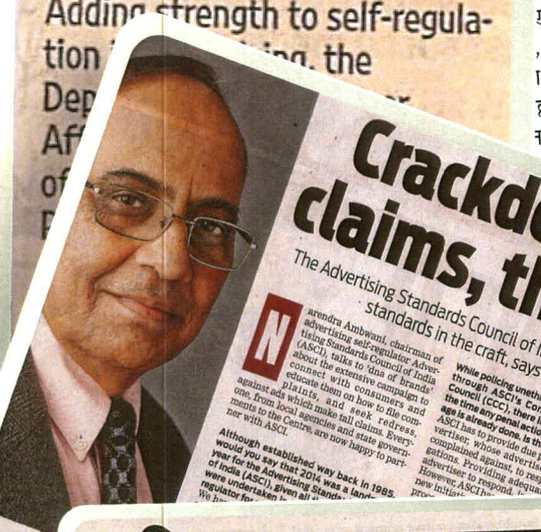
Adding strength to self-regulation ... the

Dep...
Af...
of...

अयोग्य जाहिरातींविरोधात ग्राहक खाते-ॲस्की एकत्र

सकाळ न्यूज नेटवर्क

आर्थिक सेवा ...तील दिशाभ... ...ही कार... ...व्यवहार वि... ...री ॲस्क... ...ॲस्की... ...तक्रारी... ...त्ती ... ...बाहे...



Crackdown on tall claims, the ASCI way

The Advertising Standards Council of India is taking the pro-active route to ensure standards in the craft, says chairman Narendra Ambwani

Narendra Ambwani, chairman of advertising self-regulator Advertising Standards Council of India (ASCI), talks to Dna of brands' tall claims, the extensive campaign to educate them on how to file complaints, and sexist, regressive ads which make-tall claims. Everyone, from local agencies and state governments to the Centre, are now happy to partner with ASCI.

Although established way back in 1985, would you say that 2014 was a landmark year for the Advertising Standards Council of India (ASCI), given all the initiatives undertaken?

While policing unethical ads is taking place through ASCI's Consumer Complaints Council (CCC), there is still a view that by the time any penal action is taken, the damage is already done. Is this correct?

There are several advertisers who ... mailers or SMS blasts. ... those, especially ... ASCI mem...

d regulator to bare fresh fangs

...an executive arm of the govt when dealing with misleading ads



monthly report on the statu... of complaints to the govern... ment, even as the task-forc... meets regularly to discus... difficult cases and issues.

Increasing might

The current developmen... comes even as ASCI pulle... up its socks — moving from ... monthly, fortnightly to final... by a weekly cycle of address... ing complaints.

Monitoring levels hav... improved with the Nationa... Advertising Monitorin... Service, a tie-up with TAM ... in 2012, that scans ove... 10,000 print ads and over 35... television ads each week. ... ASCI, through awarene... drives, has been asking ... sumers to raise relevant ... plaints more often.

"Those who wish to ... plain can send an ... call or log ...

दिशाभूल करणाऱ्या जाहिरातींविरोधात सरकार सरसावली

ग्राहक व्यवहार खाते आणि एएससीआय यांची हातमिळवणी

मुंबई : जाहिरातींमध्ये स्व-नियमन करण्याचे ध्येय बळकट करत असतानाच ग्राहक व्यवहार, खाद्य आणि सार्वजनिक वितरण मंत्रालयाच्या ग्राहक व्यवहार विभाग (डीओसीए)ने ॲडव्हर्टायझिंग स्टॅण्डर्ड कौन्सिल ऑफ इंडिया (एएससीआय) यांच्याशी अधिकृतपणे करार केला आहे. दिशाभूल करणाऱ्या जाहिरातींना रोखण्यासाठी हा करार करण्यात आला आहे. यापुढे जाहिरातींसंदर्भातल्या नियमांचे उल्लंघन करणाऱ्यांवर दोघांतर्फे कडक कारवाई केली जाणार आहे.

शेती आणि खाद्य, आरोग्य, शिक्षण, घरबांधणी, आर्थिक सेवा आणि ई-कॉमर्स ही सहा क्षेत्रे या अंतर्गत येणार आहेत. ग्राहक व्यवहार विभाग त्यांच्याकडे येणाऱ्या तक्रारी एएससीआयकडे पाठवणार आहे, ज्यामुळे एएससीआयकडे आधीपासून असलेल्या तक्रारी व त्यावरच्या प्रक्रियेची पुनरावृत्ती होणार नाही. प्रिंट, पॅकेजिंग, इंटरनेट, बाहेरच्या जाहिराती, भित्तीपत्रके, पोस्टर्स आणि बिल बोर्ड्सच्या माध्यमांतन तक्रारींचे

आहे. या ... व्यवहार ... बोलणी ... नियमांचे ... डायलेटि... ल्युकोडर्म ... वरे करण्... उपचार क... स्पष्ट ...



Ad regulator takes a big leap

No more a paper tiger, the Advertising Standards Council of India will partner the Department of Consumer Affairs to enforce better compliance

VIVEAT SUSAN PINTO
Mumbai, 6 November

In what will be a significant jump for the Advertising Standards Council of India (ASCI), the ad regulator will now work closely with the Department of Consumer Affairs, Government of India, to clamp down on ad violations. This is for the first time that the two, both with the goal of ensuring the welfare of consumers, ...ther say persons

SCANNING THE IMAGERY

On safety – Hero Xtreme: The ad for Hero Motocorp's Xtreme shows an everyday activity of dressing for work being performed on the bike in an irresponsible manner. The ad contravened Chapter III.3 of the ASCI Code ("Ads shall not, without justifiable reason, show or refer to dangerous practice or manifest a disregard for safety or encourage negligence")

On education – MET: The ad claims that MET (Mumbai Educational Trust) is ... School in the pharma sector by CNBC T...



ताकि भ्रामक में न फंसे ग्राहक

विवेट सुजन पिंटो

विज्ञापन नियामक संस्था, भारतीय विज्ञापन मानक परिषद् (एएससीआई) अब सरकार की एक ऐसी कार्यकारी शाखा के तौर पर काम करेगी जिससे उसका कद और भी बढ़ेगा। अब देश में किसी भी भ्रामक विज्ञाप...



विज्ञापन नियामकी सेवा की वजह से भी नियमानी स्तर में भी सुधार हुआ है। वर्ष 2012 में इसने ...

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AUDITORS :

Lalit Khanna & Co., Commissariat Building, 231, Dr. D. N. Road, Mumbai - 400 001.

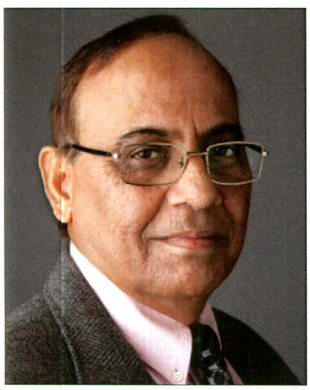
REGISTERED OFFICE :

B/717, Aurus Chambers, S. S. Amrutwar Marg, Worli, Mumbai - 400 018.

P: 2495 5077 / 2495 5076 | F: 2495 5071 | Toll: 1800222724

E: asci@vsnl.com | W: www.ascionline.org

BOARD OF GOVERNORS



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



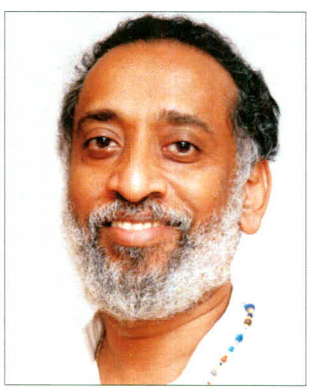
Mr. Benoy Roychowdhury
Vice Chairman (ASCI)
Executive Director
HT Media Ltd.



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



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



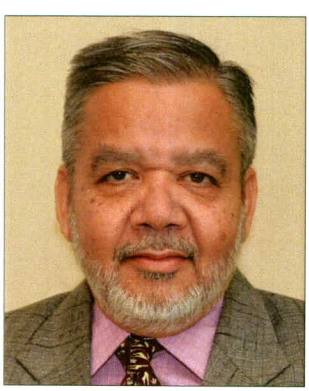
Mr. Dilip Cherian
Consulting Partner
Perfect Relations Ltd.



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



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



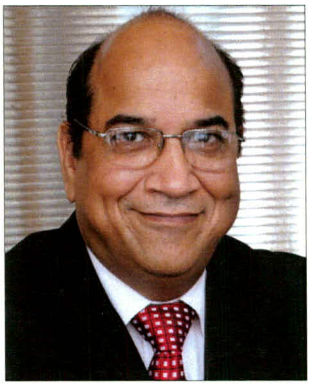
Prof. S.K. Palekar
Chairperson - Executive Education Centre
S.P. Jain Institute of Management & Research



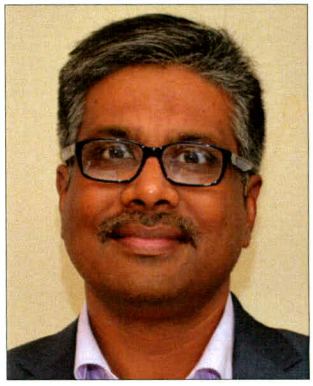
Mr. Partha Rakshit
Proprietor
Partha Rakshit Associates



Ms. Abanti Sankaranarayanan
Vice Chairperson
Confederation of Indian Alcoholic Beverage Companies



Mr. Arvind Sharma
Mentor
Curry-Nation Brand Conversations P. Ltd.



Mr. Arunabh Das Sharma
President
Bennett Coleman & Co Ltd



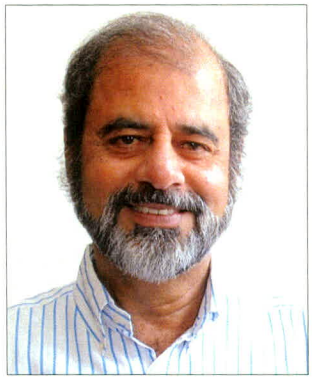
Mr. Jayant Singh
Executive Vice President - Marketing
GlaxoSmithKline Consumer Healthcare Ltd.



Mr. Samir Singh
Executive Director
(Personal Care)
Hindustan Unilever Ltd.



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



Mr. I. Venkat
Director
Eenadu

CONSUMER COMPLAINTS COUNCIL MEMBERS



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



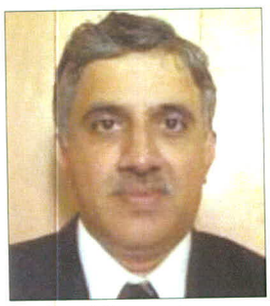
Ms. Sharda Agarwal (a)
Director
Marketgate, Mumbai



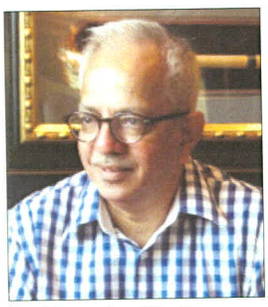
Mr. Ganesh Bangalore
General Marketing Manager
Johnson & Johnson Ltd., Mumbai



Prof. Jayesh Bellare
Institute Chair Professor,
Chemical Engg., IIT Mumbai



Dr. Sunil Bhagwat
Head Dept of Chemical Engineering
ICT, Mumbai



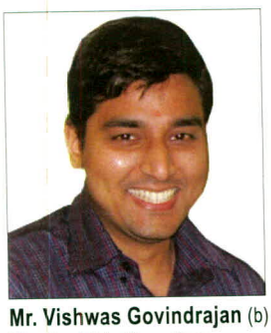
Dr. Narendra Bhatt
Ayurvedic Consultant & Researcher
Mumbai



Ms. Sucheta Dalal
Consulting Editor
Money Life Magazine, Mumbai



Mr. Jehangir Gai
Senior Journalist / Consumer
Activist, Mumbai



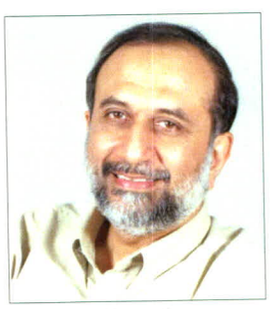
Mr. Vishwas Govindrajan (b)
Director Advtg Operations
Yahoo IN, SEA,
Offshore Asia Pacific, Mumbai



Prof. Atanu Ghosh (c)
Shailesh J Mehta School of
Management, IIT Bombay



Mr. Paritosh Joshi
Director
Provacateur, Mumbai



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



Ms. Sangeeta Kapila
General Manager Comm.
Childs Right and You, Mumbai

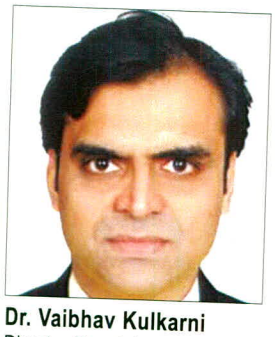


Ms. Aazmeen Kasad
Advocate - High Court, Mumbai
and Professor of Law

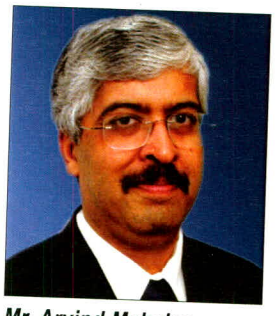


Ms. Mrinalini Kher (d)
Co-Founder, Yuva Parivartan
Kherwadi Social Welfare Association,
Mumbai

(a) resigned 12/2014
(b) w.e.f. 05/2014
(c) w.e.f. 02/2015
(d) w.e.f. 03/2015



Dr. Vaibhav Kulkarni
Director Regulatory Affairs
Abbott Healthcare P. Ltd,
Mumbai



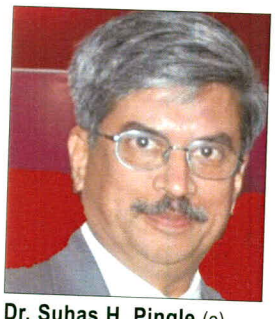
Mr. Arvind Mahajan
Executive Director-Business Advisory Services
KPMG Advisory Service P. Ltd., Mumbai



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



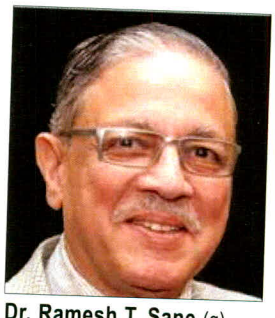
Ms. Hephzibah Pathak
President
Ogilvy & Mather,
Mumbai



Dr. Suhas H. Pingle (e)
Member of Maharashtra
Medical Council (2011 to 2016)



Dr. Ramesh Potdar (f)
Consultant, Public Health
Stategies & Programmes,
Mumbai



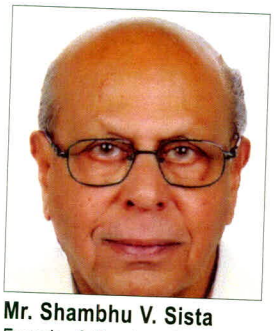
Dr. Ramesh T. Sane (g)
Principal Investigator,
National Facility for
Biopharmaceuticals, Mumbai



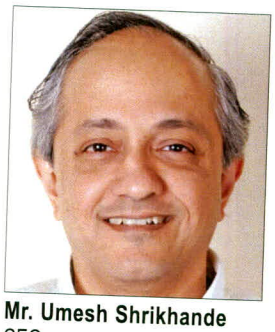
Mr. Sameer Satpathy
EVP Marketing
Marico Ltd.,
Mumbai



Ms. Anuradha Sengupta
Broadcast Journalist,
Mumbai



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



Mr. Umesh Shrikhande
CEO
Taproot India Comm. P. Ltd.,
Mumbai



Mr. Suman Srivastava (h)
Founder & Innovation Artis
Marketing Unplugged,
Mumbai



Ms. Monica Tata
Managing Director
HBO India, Mumbai



Ms. P. N. Vasanti
Director CMS
New Delhi

(e) w.e.f. 12/2014
(f) retired 10/2014
(g) passed away 12/2014
(h) w.e.f. 03/2015

BOARD MEMBERS ATTENDANCE

Attendance of the members of the Board of Governors of The Advertising Standards Council of India at Board Meetings from 326th meeting held on April 10th, 2014 to the 338th meeting held on March 12th, 2015 (13 Meetings held)

Name of Member		Meeting Applicable	Meeting Attended
Mr. Narendra Ambwani		13	11
Mr. Benoy Roychowdhury		13	5
Mr. Shashidhar Sinha		13	6
Mr. Rajan Anandan		13	0
Mr. Hemant Bakshi	(a)	7	5
Mr. Dilip Cherian		13	2
Mr. Subhash Kamath		13	9
Mr. Shantanu Khosla		13	4
Mr. Sunil Lulla	(b)	3	2
Prof. S.K. Palekar		13	11
Mr. Partha Rakshit		13	10
Ms. Abanti Sankaranarayanan		13	3
Mr. Arvind Sharma		13	10
Mr. Arunabh Das Sharma	(c)	8	3
Mr. Jayant Singh	(d)	13	3
Mr. Samir Singh	(e)	6	2
Mr. Srinivasan K. Swamy		13	8
Mr. I. Venkat		13	5

(a) resigned 09/2014
(b) resigned 07/2014
(c) w.e.f. 09/2014
(d) resigned 03/2015
(e) w.e.f. 10/2014

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 2014 to March 2015 (47 meetings held).

Name of Member		Meeting Applicable	Meeting Attended
Mr. Nagesh Alai		23	15
Ms. Sharda Agarwal	(a)	18	8
Mr. Ganesh Bangalore		23	6
Prof. Jayesh Bellare		24	22
Prof. Sunil Bhagwat		23	15
Dr. Narendra Bhatt		24	15
Ms. Sucheta Dalal		24	13
Mr. Jehangir Gai		24	22
Mr. Vishwas Govindrajan	(b)	22	8
Prof. Atanu Ghosh	(c)	3	2
Mr. Paritosh Joshi		24	17
Mr. Prem Kamath		24	15
Ms. Sangeeta Kapila		24	5
Ms. Aazmeen Kasad		23	14
Ms. Mrinalini Kher	(d)	23	18
Dr. Vaibhav Kulkarni		23	12
Mr. Arvind Mahajan		24	10
Mr. Bejon Kumar Misra		23	19
Ms. Hephzibah Pathak		24	11
Dr. Suhas Pingle	(e)	6	6
Dr. Ramesh D. Potdar	(f)	14	12
Dr. Ramesh T. Sane	(g)	16	3
Mr. Sameer Satpathy		24	11
Ms. Anuradha Sengupta		23	12
Mr. S.V. Sista		23	16
Mr. Umesh Shrikhande		23	10
Mr. Suman Srivastava	(h)	3	2
Ms. Monica Tata		23	12
Ms. P. N. Vasanti		24	12

(a) resigned 12/2014
(b) w.e.f. 05/2014
(c) w.e.f. 02/2015
(d) w.e.f. 04/2014
(e) w.e.f. 12/2014
(f) retired 10/2014
(g) passed away 12/2014
(h) w.e.f. 03/2015

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	-	9/14
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
-- do --	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
-- do --	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
-- do --	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
-- do --	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
-- do --	6/88	-	7/95
Sehgal Ram	7/95	-	10/2000
-- do --	12/2000	-	6/05
Sen Siddharth	1/87	-	8/89
Sharma Arvind	7/05	-	
Sharma Arunabh Das	9/14	-	
Sheopuri R.C.	9/90	-	9/94
Shourie Deepak	9/97	-	9/99
Singh Jayant	9/13	-	3/15
Singh Samir	10/14	-	
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
-- do --	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	-	3/12

March 31st, 2015

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

Agarwal Rajiv	9/90	-	7/95
-- do -- 7/99 - 12/01 &	2/02	-	12/02
Agarwal Sharda	7/04	-	2/05
-- do --	6/13	-	12/14
Alai Nagesh	11/12	-	
Ambwani Narendra	9/13	-	9/14
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	-	5/05
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
Ghosh Atanu	2/15	-	
Gonsalves Camille	12/02	-	5/05
Govindrajan Vishwas	5/14	-	
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
KapilaSangeeta	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 Mrinalini	4/14	-	
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	-	
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
-- do --	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
Pingle Suhas	12/14	-	
Pisharody Ravi	7/99	-	6/04
Poddar Ram	5/05	-	9/05
Potdar R.D.	10/04	-	10/14
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	-	12/14
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	-	10/13
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
-- do --	11/12	-	
Sopariwala Dorab	10/96	-	8/97
Shrikhande Umesh	1/06	-	
Srinath Ingrid	11/02	-	3/08
Srivastava Suman	3/15	-	
Sukthankar Usha	11/92	-	11/02
Swamy R.K.	10/85	-	4/88
Tarneja 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

March 31st, 2015

LIST OF MEMBERS - AS ON MARCH 31ST 2015

CATEGORY A - ADVERTISERS

1. AAA Teleshopping P. Ltd.
2. Abbott Healthcare P. Ltd.
3. ACC Ltd.
4. Adani Wilmar Ltd.
5. Agro Tech Foods Ltd.
6. Air India Ltd.
7. Akbarallys
8. Amara Raja Batteries Ltd.
9. Ambuja Cements Ltd.
10. Anchor Electricals P. Ltd.
11. Anjali Mukerjee Health Total
12. Aptech Ltd.
13. Asian Paints (I) Ltd.
14. Ayurveda Health Care
14. B Lab P. Ltd.
16. Bacardi India P. Ltd.
17. Bajaj Auto Ltd.
18. Bajaj Corp Ltd.
19. Bajaj Electricals Ltd.
20. Beam Global Spirits & Wine (I) P. Ltd.
21. Bharat Petroleum Corp Ltd.
22. Bharti Airtel Ltd.
23. Birla Sun Life Asset. Management Company
24. Birla Sun Life Insurance Co. Ltd.
25. Bosch Ltd.
26. Britannia Industries Ltd.
27. Cadila Health Care Ltd.
28. Castrol India Ltd.
29. Ceat Ltd.
30. Cholamandalam MS General Insurance Co. Ltd.
31. Cipla Ltd.
32. Citibank N.A.
33. Coca-Cola India P. Ltd.
34. Colgate Palmolive (India) Ltd.
35. Dabur India Ltd.
36. Dalmia Continental P. Ltd.
37. DBS Bank Ltd.
38. Dharampal Satyapal Ltd.
39. Diageo India P. Ltd.
40. Elica PB India P. Ltd.

41. Emami Ltd.
42. Eureka Forbes Ltd.
43. Eveready Industries India Ltd.
44. Ferrero India P. Ltd.
45. Ford India P. Ltd.
46. G.M. Pens International P. Ltd.
47. General Mills India P. Ltd.
48. General Motors India P. Ltd.
49. Glaxosmithkline Consumer Healthcare Ltd.
50. Glaxosmithkline Pharmaceuticals Ltd.
51. Global Consumer Products P. Ltd.
52. Godfrey Phillips (I) Ltd.
53. Godrej & Boyce Mfg. Co. Ltd.
54. Godrej Consumer Products Ltd.
55. Gujarat Co-operative Milk Mktg Federation Ltd.
56. Gujarat Tea Processors & Packers Ltd.
57. H.D.F.C. Ltd.
58. Hardcastle Restaurants Pvt. Ltd.
59. Hawkins Cookers Ltd.
60. HCL Technologies Ltd.
61. HDFC Bank Ltd.
62. Heinz India P. Ltd.
63. Hero Moto Corp Ltd.
64. Hindalco Industries Ltd.
65. Hindustan Pencils P. Ltd.
66. Hindustan Petroleum Corp Ltd.
67. Hindustan Unilever Ltd.
68. Honda Siel Power Product Ltd.
69. Hygienic Research Institute P. Ltd.
70. I.T.C. Limited
71. ICICI Bank Ltd.
72. ICICI Prudential Life Insurance Co. Ltd.
73. IDBI Bank Ltd.
74. Indian Oil Corporation Ltd.
75. Indofil Industries Ltd.
76. Exide Life Insurance Co. Ltd.
77. J. G. Hosiery P. Ltd.
78. J.K. Helene Curtis Ltd.
79. J.K. Tyre & Industries Ltd.
80. Jet Airways (India) Ltd.
81. Johnson & Johnson Ltd.
82. Jyothy Laboratories Ltd.
83. Kansai Nerolac Paints Ltd.
84. Kellogg India P. Ltd.
85. Kimberly Clark Lever P. Ltd.

86. Kokuyo Camlin Ltd.
87. Kotak Mahindra Bank Ltd.
88. Leeford Cosmocare
89. Life Insurance Corporation of India
90. L'OREAL India P. Ltd.
91. Madura Fashion & Lifestyle
92. Mahindra & Mahindra Ltd.
93. Marico Ltd.
94. Maruti Suzuki India Ltd.
95. Max Life Insurance Co. Ltd.
96. McNROE Consumer Products P. Ltd.
97. Merck Ltd.
98. Micromax Informatics Ltd.
99. Modi Naturals Limited
100. Mondelez India Foods Ltd.
101. MRF Ltd.
102. MTR Foods P. Ltd.
103. Multani Pharmaceuticals Ltd.
104. Naaptol Online Shopping P. Ltd.
105. Nestle India Ltd.
106. NIIT Ltd.
107. Nirma Ltd.
108. Nivea India P. Ltd.
109. Nokia India Sales P. Ltd.
110. Noni Biotech P. Ltd.
111. Novartis (I) Ltd.
112. Nuzen Herbal P. Ltd.
113. Procter & Gamble Hygiene & Health Care Ltd.
114. Parle Biscuits P. Ltd.
115. Pepsi Foods P. Ltd.
116. Pepsi Co India Holdings P. Ltd.
117. Perfetti Van Melle India P. Ltd.
118. Pernod Ricard India P. Ltd.
119. Pfizer Ltd.
120. Philips Electronics India Ltd.
121. Piaggio Vehicles P. Ltd.
122. Piramal Enterprises Ltd.
123. Polycab Wires P. Ltd.
124. Prem Henna P. Ltd.
125. Racold Thermo Ltd.
126. Ratnasagar Herbals P. Ltd.
127. Reckitt Benckiser (I) Ltd.
128. Reckitt Benckiser Healthcare India Ltd.
129. Red Bull India P. Ltd.
130. Reliance Communications Ltd.

131. Reliance Industries Ltd.
132. S.C. Johnson Products P. Ltd.
133. Sanjeevan Netralaya
134. Sat Kartar Shopping P. Ltd.
135. Shriram Chits (Karnataka) P. Ltd.
136. Sistema Shyam Teleservices Ltd.
137. Tata Chemicals Ltd.
138. Tata Coffee Ltd.
139. Tata Consultancy Services Ltd.
140. Tata Global Beverages Ltd.
141. Tata Motors Ltd.
142. Tata Services Ltd.
143. Tele Trade Shopping Sky Shop
144. Telemart Shopping Network P. Ltd.
145. The Himalaya Drug Company
146. The Hongkong & Shanghai Banking
147. The Ramco Cements
148. Thomas Cook India Ltd.
149. Titan Company Ltd
150. Total Oil India P. Ltd.
151. Triumphant Institute of Management Edu P. Ltd
152. TTK Healthcare Ltd.
153. TTK Prestige Ltd.
154. TVS Motors Company Ltd.
155. United Biscuits P. Ltd.
156. United Spirits Ltd.
157. VIP Industries Ltd.
158. VLCC Healthcare Ltd.
159. Volkswagen Group Sales India P. Ltd.
160. Voltas Ltd.
161. VST Industries Ltd.
162. Whirlpool of India Ltd.
163. Wipro Enterprises Ltd.
164. Wrigley India P. Ltd.
165. WWS Skyshop P. Ltd.
166. Wyeth Ltd.
167. YES Bank Ltd.

CATEGORY B - PRESS/MEDIA

1. Adsert Web Solutions P. Ltd.
2. Amar Ujala Publications Ltd.
3. B.A.G. Films & Media Ltd.
4. Bennett Coleman & Co. Ltd.
5. Blitz Multimedia P. Ltd.
6. Bombay Samachar P. Ltd.

7. Business Broadcast News P. Ltd.
8. Business India Publications
9. Business Standard Ltd.
10. Chitralekha
11. Dainik Bhaskar Group
12. Diligent Media Corporation Ltd.
13. Discovery Comms India
14. Divya Broadcasting Ltd.
15. Eenadu
16. Entertainment Network (India) Ltd.
17. F7 Broadcast P. Ltd.
18. Google India P. Ltd.
19. HBO India P. Ltd.
20. HT Media Ltd.
21. Independent News Service P. Ltd.
22. Kasturi & Sons Ltd.
23. Living Media India Ltd.
24. Malayala Manorama Co. Ltd.
25. Multi Screen Media P. Ltd.
26. Neo Sports Broadcast P. Ltd.
27. Neutral Publishing House Ltd.
28. Outlook Publishing India P.Ltd.
29. Radio Mango
30. Rajasthan Patrika P. Ltd.
31. Reliance Big Broadcasting P. Ltd.
32. Reliance Broadcast Network Ltd.
33. Sakal Papers Ltd.
34. Sri Nitya International P. Ltd.
35. Star India P. Ltd.
36. Tata Sky Ltd.
37. The Mathrubhumi Printing & Pub Co. Ltd.
38. The Printer (Mysore) Ltd.
39. Times Global Broadcasting Co. Ltd.
40. Turner International India P. Ltd.
41. TV18 Broadcast Ltd.
42. UTV Entertainment Television Ltd.
43. Viacom18 Media P. Ltd.
44. Yahoo India P. Ltd.
45. Zee Entertainment Enterprises Ltd.

CATEGORY C - ADVTG. AGENCIES

1. Abhishek Advertisers & Mktg. P. Ltd.
2. Adcircle P. Ltd.
3. Adfactors Advertising
4. Adsyndicate Services P. Ltd.
5. Advertising & Sales Promotion Co.
6. Advertising Avenues (I) P. Ltd.

7. Adwit (India) P. Ltd.
8. Airads Ltd.
9. Akshara Advertising Ltd.
10. Alaknanda Advtg P. Ltd.
11. Astral Advtg. & Mktg. India P. Ltd.
12. Bates India P. Ltd.
13. BBDO India P. Ltd.
14. BBH Comms India P. Ltd.
15. Bensons Advtg. P. Ltd.
16. Bhavya Publicity
17. Bubna Advertising
18. Carat Media Services (I) P. Ltd.
19. Chakra Communications
20. Cheil India P. Ltd.
21. Contract Advertising (I) P. Ltd.
22. Crayons Advtg. Ltd.
23. Critique Communication P. Ltd.
24. Curry-Nation Brand Conversations P. Ltd.
25. daCunha Comms. P. Ltd.
26. Dattaram Advtg P. Ltd.
27. DDB Mudra P. Ltd.
28. Degree 360 Solutions P. Ltd.
29. Dentsu Communications P. Ltd.
30. Dentsu Creative Impact P. Ltd.
31. Dentsu Marcom P. Ltd.
32. Dhandhania Agencies
33. Enthrall Communications P. Ltd.
34. Everest Brand Solutions P. Ltd.
35. FCBUlka Advtg. P. Ltd.
36. Garuda Advertising P. Ltd.
37. Goldmine Advertising Ltd.
38. Grey Worldwide (I) P. Ltd.
39. Group M Media India P. Ltd.
40. Havas Worldwide India P. Ltd.
41. HTA Mktg. Services P. Ltd.
42. Indo Aryan Publicity
43. Inter Publicity P. Ltd.
44. Interads Advtg. P. Ltd.
45. Interface Comms. P. Ltd.
46. J. Walter Thompson
47. Jaya Advertising P. Ltd.
48. JWT Mindset Advtg. P. Ltd.
49. Karishma Advtg. P. Ltd.
50. Kautilya Multicreation P. Ltd.
51. Lalit Advertising
52. Law & Kenneth Comms (I) P. Ltd.
53. Leo Burnett

54. Lintas India P. Ltd.
55. Maa Comms Bozell Ltd.
56. Madison Comms P. Ltd.
57. Magnum Intergrafiks P. Ltd.
58. Manipal Advtg Services P. Ltd.
59. Mask Advertising
60. McCann-Erickson (I) P. Ltd.
61. Media Circle P. Ltd.
62. Mediabrands India P. Ltd.
63. Mediacom Comms P. Ltd.
64. Mercantile Advertising
65. Metieta Advertising P. Ltd.
66. Mode Advtg & Mktg P. Ltd.
67. Multi Media Features P. Ltd.
68. MX Advertising P. Ltd.
69. Naren Advtg & Marketing
70. Navnitlal & Co.
71. Network Advtg P. Ltd.
72. Newfields Advtg. P. Ltd.
73. Ogilvy & Mather P. Ltd.
74. Overture Comms P. Ltd.
75. Pamm Advtg & Mktg.
76. Paramin Advtg & Marketing Associates
77. Percept H P. Ltd.
78. Prachar Comms. Ltd.
79. Prem Associates Advtg & Mktg.
80. Publicis Comms P. Ltd.
81. Quadrant Comms. Ltd.
82. R. K. Swamy BBDO P. Ltd.
83. Raka Advtg & Mktg. P. Ltd.
84. Ratan Batra P. Ltd.
85. Rediffusion Dentsu, Young & Rubicam P. Ltd.
86. Remya Advertising
87. Saatchi & Saatchi P. Ltd.
88. Saffron Communications P. Ltd.
89. Sai Advertisers
90. Sanjeevani Advertising Co.
91. Seasons Advtg. Associates
92. Shutters Advtg. Services
93. Snappers Advtg. & Mktg P. Ltd.
94. Sobhagya Advtg Service
95. Span Communications
96. Sreshta Communications
97. Sunflower Mktg & Advtg.
98. Surya Adsystems P. Ltd.
99. Swift Intermedia Convergence Ltd.
100. Taproot India Communication P. Ltd.

101. TBWA Anthem P. Ltd.
102. TCP Advertising P. Ltd.
103. The Brand Fibre
104. The Flagship Advtg. P. Ltd.
105. Touchstone Advtg & Mktg Servic
106. Triton Comms P. Ltd.
107. TV Ads
108. Venturers Advertising P. Ltd.
109. Vermillion Communication P. Ltd.
110. XEBEC Comms P. Ltd.

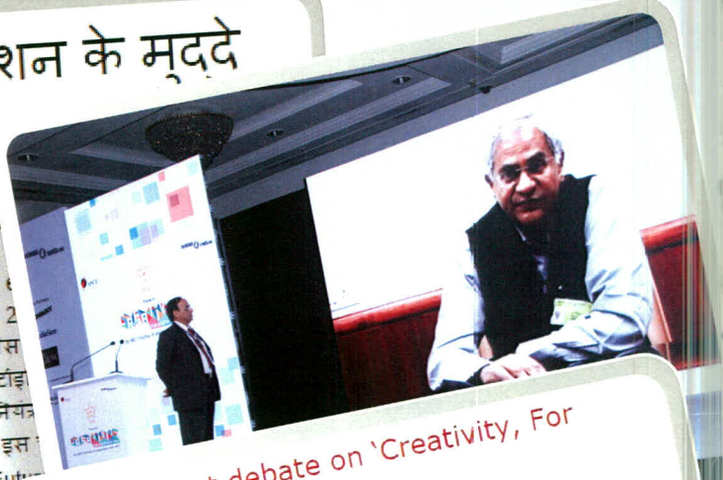
CATEGORY - D - ALLIED PROFESSIONS

1. Aaren Advtg. P. Ltd.
2. Bharat V. Patel
3. Brandscapes Consultancy P. Ltd.
4. Captions Outdoor Advtg.
5. CESC Ltd.
6. Confedertion of Indian Alcoholic Beverage Cos.
7. Dorab R. Sopariwala
8. Flarepath Solutions P. Ltd.
9. Highlight Films P. Ltd.
10. IBS Business School
11. Institute of Hotel Cargo & Tourism Management
12. Marketgate Consulting P. Ltd.
13. Marketing Unplugged
14. Mudra Institute of Comms Ahmedabad
15. Nielsen (India) P. Ltd.
16. Partha Rakshit Associates
17. Paul Media Promoters
18. Perfect Relations P. Ltd.
19. Provocateur
20. Roger Pereira Comms P. Ltd.
21. S.P. Jain Institute of Mgmt. & Research
22. Sayani Radiotel Advtg
23. Steve Cragg Advtg. P. Ltd.
24. The Tobacco Institute of India
25. Unique Blocks

ASCI Mega Event

ऐडवर्टाइजिंग इंडस्ट्री में सेल्फ रेग्युलेशन के मुद्दे पर हुई परिचर्चा





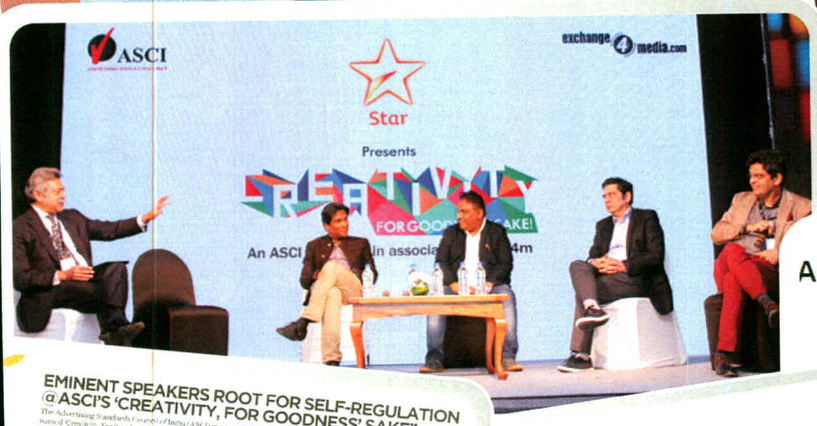
ASCI to host debate on 'Creativity, For Goodness Sake!'

The event, scheduled on March 20 in Mumbai, will feature industry stalwarts who will discuss and debate on self-regulation in advertising

BestMediaInfo Bureau | Mumbai | March 13, 2015







ASCI presents 'Creativity, For Goodness Sake!'

In line with its commitment to the cause of self-regu advertising on different platforms, The Advertising Council of India (ASCI), a self-regulatory voluntary org is presenting a distinctive platform for industry stalwart stakeholders to deliberate, discuss and challenge the on the importance and the relevance of self-regulation world. ASCI has organized a festival of deba For Goodness' Sake' on Frid onwards to

EMINENT SPEAKERS ROOT FOR SELF-REGULATION @ASCI'S 'CREATIVITY, FOR GOODNESS' SAKE!'

The Advertising Standards Council of India (ASCI) in partnership with exchange4media conducted a festival of debate Council of Creativity, For Goodness Sake!' in Mumbai. The festival saw insightful session by Marc Mathias, Global Senior VP, Marketing at Unilever, Sir John Hegarty, Founder, Bartle Bogle Hegarty (BBH), Shantanu Khosla, MD, PSG Infotainment participants Jaideep Pansey, Santosh Desai, Paritosh Joshi, Sandesh Chaudhari, check out by Amul, Travels





REATIVE EXAGGERATION VS MISLEADING CLAIMS

WHERE DO MARKETERS DRAW THE LINE?

...these and other questions on self-regulation & the boundaries of creative expression in rtising take centre-stage at a mega festival being organized by the Advertising Standards ncil of India (ASCI) in association with exchange4media in Mumbai on March 20, 2015

By TEAM IMPACT

'th great creative power comes great responsibility. This is something that is relevant advertising, but any form of ression that impacts popular

A advertisements have to a code of self-regulation d by the Advertising Standards of India (ASCI), which is ed to ensuring protection of the s of consumers. exchange4media rtnered ASCI to present a forum of sion and debate named 'Creativity, oodness' Sake' in Mumbai on ch 20, 2015.

The attempt is to create an ngement platform, not just another ent or seminar. Therefore, the forum ill uphold creativity that is exciting and memorable, but with a conscience, based on the premise that there is a critical need to create awareness, belief and advocacy concept of self-regulation in

An ASCI initiative, in association with e4m

THE DEBATE

At the centre of the festival will be a debate on the parameters of creative expression in advertising, with participants drawn from the top echelons of the creative industry, advertisers and consumer activist space. The debate will take up the conflict between boundless creativity and ethical limits, and tackle the issue of self-regulation and creative responsibility from various angles.

Besides a creative guru, the debate will see arguments put forth by **Santosh Desai**, MD & CEO, Future Group, known as one of the best thinkers in the advertising business. An IIM-Ahmedabad graduate, he earlier served as President of McCann-Erickson. Having spent 23 years in advertising, he is a veteran in the domain and has been involved in strategically building many key brands.

Paritosh Joshi, Director, Provocateur Advisory chairs the technical committee for the Indian Readership Survey and is a member of the technical committee for the Broadcast Audience Research Council. He is also on the board

ASCI

VERTISING STANDARD COUNCIL OF INDIA

In time, there may be no need for self-regulation against misleading advertising by a watchdog like ASCI, say experts.

An aware and empowered consumer will reject the tall claims made by companies in their commercials

'Consumer is King. And will soon be Regulator as well'



Telling the truth i ads always works

A little exaggeration is ok to make a point. But agencies must stand up for their clients if they are being forced to make tall claims, say gurus and BBH founder Sir John Hegarty tells Lubomira Ghosh. And in such instances, self-regulation by an industry body is always there to help guidelines being crossed from the outside

Can creativity happen without some exaggeration and tall claims?

Creativity always involves some exaggeration because you exaggerate to make some point. Since the beginning of time, mankind has done that. But in advertising it must be done in a way to engage people and not just try to shock them. That's the real creative skill

So where does one draw the line, given that the exaggeration and tall claims may be subjective?

There's the idea that the truth is a moving beast. Your truth isn't necessarily my truth. The Japanese film Rashomon deals with some of this - what is truth, and what did

John Hegarty

ASCI Swachh Ads Abhiyan

04 | mid-day

friday, december 26, 2014, mu



Swachh Abhiyan with a difference



ASCI LAUNCHES AWARENESS CAMPAIGN

Observing the National Consumer's day on December 24, the Advertising Sta... Council of India launch... ...s Abhiyan...

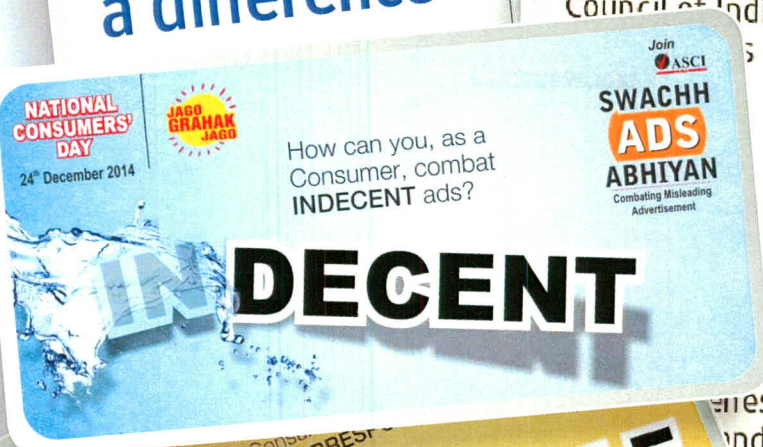
NEED TO KNOW

ASCI unveils 'Swachh Ads Abhiyan' on National Consumers Day

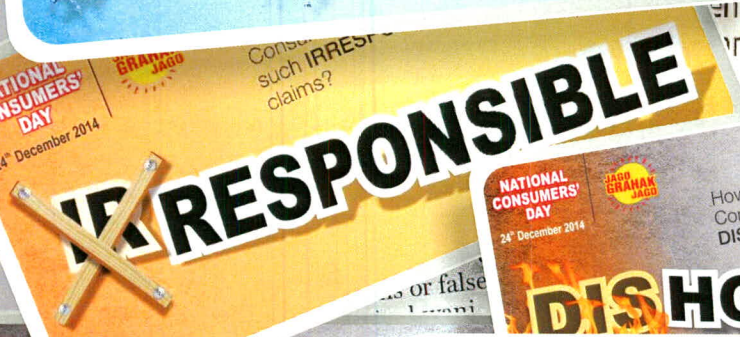
...serving National Consumer's Day on ...cember 24, the Advertis... ...ncil of In...

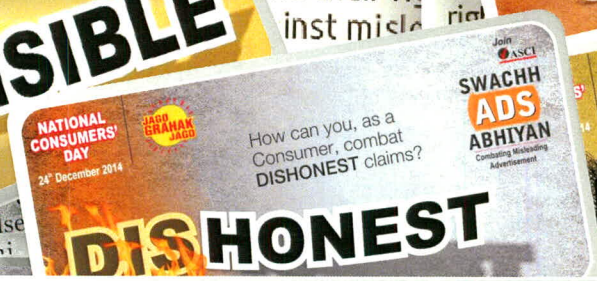
Clean-up act

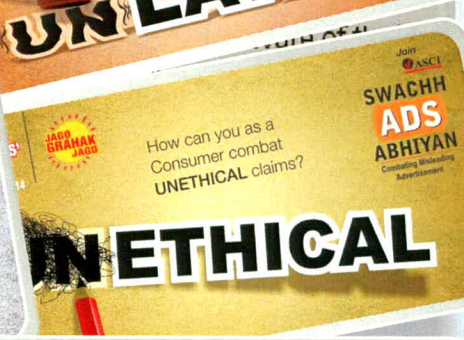
A spurt in scam advertising and misleading communication over the past few years ha... prompted the Advertising Stan... of India (ASCI), the... contr...





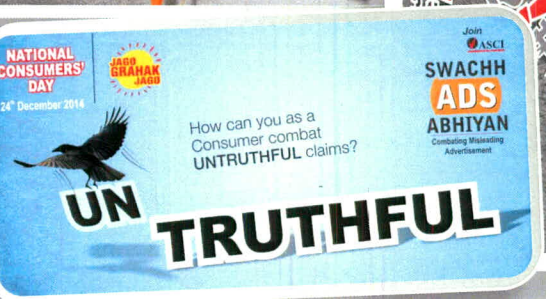


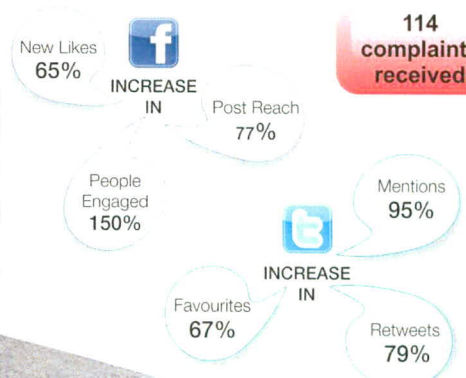












DIRECTORS' REPORT

Dear Members,

Your Directors have pleasure in presenting the 29th Annual Report along with the Balance Sheet, Income and Expenditure Account and Auditors' Report for the year ended on 31st March, 2015.

Financial Highlights:

The highlights of your Company's financial results for the year ended March 31, 2015 are as follows:

Particulars	Financial year ended March 31, 2015 ₹	Financial year ended March 31, 2014 ₹
Revenue From operations and other Income	30,902,443	16,586,318
Surplus before Deprecation	10,579,671	2,648,181
Less: Deprecation	(318,081)	(271,807)
Surplus before Exceptional item	10,261,590	2,376,374
Add: Exceptional item	248,614	--
Surplus for the year	10,510,204	2,376,374

Operational Review:

For the financial year ended 31st March, 2015, Revenue from operations and other Income is ₹ 30,902,443/- as compared to ₹ 16,586,318/- in the previous year.

Your Company has earned a Surplus of ₹ 10,510,204/- as compared to the previous year surplus of ₹ 2,376,374/-.

Meetings of the Board of Directors:

The Board of Directors met 13 times during the Financial Year 2014-15 on the below Mentioned Dates.

10th April 2014,
8th May,
12th June,
10th July,
14th August,
11th September (before AGM)
11th September (after AGM)
9th October,
13th November,
11th December,
23rd January 2015,
12th February,
12th March.

Material Changes and Commitments:

No material changes and commitments affecting the Financial Position of the Company occurred between the end of the financial year to which this financial statement relates and to the date of this report.

Loans, Guarantees and Investments:

The Company has not given any Loans, Guarantee and Investments under section 186 of the Companies Act, 2013 for the financial year ended 31st March, 2015.

Extract of Annual Return:

The extract of Annual Return in form no. MGT9 as required under Section 92 of the Companies Act, 2013 for the financial year ending March 31, 2015 is annexed hereto as Annexure 'I'.

Conservation of Energy, Technology Absorption:

Information in terms of requirements of clause (m) of Sub-section (3) of section 134 of the Companies Act, 2013 regarding conservation of Energy, Technology Absorption and Foreign Exchange earnings and outgo, read with the Companies (Accounts) Rules, 2014 is as follows:

A. Conservation of Energy:

Considering the business activities of the Company, information required under Section 134(3)(m) of the Companies Act, 2013 read with the Companies (Accounts) Rules, 2014 is not applicable to the Company.

B. Technology absorption, adaptation and innovation:

In its endeavor to deliver the best to its members, associates and the public at large, your company has been constantly active in harnessing and tapping the latest and best technology.

C. Foreign exchange Earnings and Outgo:

€ 1370 equivalent to ₹ 111,025 was paid towards membership fees to European Advertising Standards Alliance (EASA), Belgium.

Directors and Key Managerial Personnel (KMP):

The Board of Directors of the Company is properly constituted.
Mr. Arunabh Das Sharma was appointed as a director to fill the vacancy caused by the resignation of Mr. Sunil Lulla and Mr. Samir Singh was appointed as a director to fill the vacancy caused by the resignation of Mr. Hemant Bakshi during the financial year. Mr. Jayant Singh resigned from the Board on 12/3/2015 due to his new assignment.

Deposits:

The company has not accepted any deposit within the meaning of Chapter V of the Companies Act, 2013.

Details of Significant and Material Orders Passed by the Regulators, Courts And Tribunals

No significant and material order has been passed by the regulators, courts, tribunals impacting the going concern status and Company's operations in future.

Human Resources:

Your Company treats its "Human Resources" as one of its most important assets.
Your Company continuously invests in attraction, retention and development of talent on an ongoing basis. A number of programs that provide focused people attention are currently underway. Your Company thrust is on the promotion of talent internally through job rotation and job enlargement.

Employees Relations:

During the year under review, your Company enjoyed cordial relationship with employees at all levels.

Particulars of Employees:

There is no employee in the Company whose particulars are required to be given pursuant to the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014.

Disclosures under Sexual Harassment of Women At Workplace (Prevention, Prohibition & Redressal) Act, 2013:

In order to prevent sexual harassment of women at work place a new act The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 has been notified on 9th December, 2013. Under the said Act every company is required to set up an Internal Complaints Committee to look into complaints relating to sexual harassment at work place of any women employee.

The Company is committed to provide a safe and conducive work environment to its women employees.

During the year under review, no case of sexual harassment was reported.

Corporate Social Responsibility:

The provisions of Section 135 of the Companies Act 2013 regarding Corporate Social Responsibility is not applicable to the company.

Auditors:

Pursuant to the provisions of Section 139 of the Companies Act, 2013 and the Companies (Audit and Auditors) Rules, 2014, M/s Lalit Khanna & Co., Chartered Accountants, Mumbai (Registration No. 105564W), the Statutory Auditors of the Company retire at the ensuing Annual General Meeting and being eligible offer themselves for re-appointment. The Company has received confirmation from the said Auditors that they are not disqualified to act as the Auditors and are eligible to hold the office as Auditors of the Company.

Auditors Report:

The Auditors' Report does not contain any qualification. Notes to Accounts and Auditors remarks in their report are self-explanatory and do not call for any further comments.

Directors' Responsibility Statement:

The Directors' Responsibility Statement referred to in clause (c) of sub-section (3) of Section 134 of the Companies Act, 2013, shall state that-

(a) in the preparation of the annual accounts, the applicable accounting standards have been followed along with proper explanation relating to material departures;

(b) the directors have selected such accounting policies and applied them consistently and made judgments and estimates that are reasonable and prudent so as to give a true and fair view of the state of affairs of the company at the end of the financial year and of the Income and expenses of the company for that period;

(c) the directors have taken proper and sufficient care for the maintenance of adequate accounting records in accordance with the provisions of this Act for safeguarding the assets of the company and for preventing and detecting fraud and other irregularities;

(d) the directors have prepared the annual accounts on a going concern basis; and

(e) the directors have laid down internal financial controls to be followed by the company and that such internal financial controls are adequate and were operating effectively.

(f) the directors have devised proper systems to ensure compliance with the provisions of all applicable laws and that such systems were adequate and operating effectively.

Acknowledgements:

Your Directors take this opportunity to place on record their appreciation of the dedication and commitment of employees of the Company. Your Directors thank and express their gratitude received from vendors, customers, banks and other stakeholders including business associates, as well as regulatory and Government authorities.

The Board also takes this opportunity to express its deep gratitude for the continued co-operation and support received from the members.

on behalf of Board of Governers,
For The Advertising Standards Council of India

Narendra Ambwani
Chairman
DIN : 00236658

Date: 09th July, 2015
Place: Mumbai

Annexure - 1

Form No. MGT-9

Extract of Annual Return

As on the financial year ended on 31.03.2015

[Pursuant to section 92(3) of the Companies Act, 2013 and rule 12(1) of the Companies (Management and Administration) Rules, 2014]

I. Registration and other Details:

i)	**CIN :**	U91200MH1985GAP037820
ii)	**Registration Date :**	21/10/1985
iii)	**Name of the Company :**	The Advertising Standards Council Of India
iv)	**Category of the Company :**	Company Limited by Guarantee
v)	**Sub - Category of the Company :**	Indian Non - Government Company
vi)	**Address of the Registered Office and Contact Details :**	B/717, Aurus Chambers, S. S. Amrutwar Marg, Worli, Mumbai-400018
vii)	**Whether Listed Company :**	Unlisted
viii)	**Name, Address and Contact Details of Registrar and Transfer Agent :**	Not Applicable

II. Principal Business Activities of the Company:

All the business activities contributing 10 % or more of the total turnover of the company shall be stated

Sr. No.	Name and Description of main products / Services	NIC Code of the Product / Service	% to total Turnover of the Company
	--	--	--

III. Particulars of Holding, Subsidiary And Associate Companies : Not Applicable

Sr. No.	Name and address of the Company	CIN / GIN	Holding/ Subsidiary/ Associate	% of Shares held	Applicable Section
--	--	--	--	--	--

IV. Share Holding Pattern (Equity Share Capital Breakup as percentage of Total Equity) : Not Applicable

i) Category-wise Share Holding

Category of Shareholders	No. of Shares held at the beginning of the year (As on 31-March-2014)				No. of Shares held at the end of the year (As on 31-March-2015)				% Change during the year
	Demat	Physical	Total	% of Total Shares	Demat	Physical	Total	% of Total Shares	
A. Promoter's									
(1) Indian									
a) Individual/ HUF	--	--	--	--	--	--	--	--	--
b) Central Govt	--	--	--	--	--	--	--	--	--
c) State Govt(s)	--	--	--	--	--	--	--	--	--
d) Bodies Corp.	--	--	--	--	--	--	--	--	--
e) Banks / FI	--	--	--	--	--	--	--	--	--
f) Any other	--	--	--	--	--	--	--	--	--
Total shareholding of Promoter (A)	--	--	--	--	--	--	--	--	--
B. Public Shareholding									
1. Institutions									
a) Mutual Funds	--	--	--	--	--	--	--	--	--
b) Banks / FI	--	--	--	--	--	--	--	--	--
c) Central Govt	--	--	--	--	--	--	--	--	--
d) State Govt(s)	--	--	--	--	--	--	--	--	--
e) Venture Capital Funds	--	--	--	--	--	--	--	--	--
f) Insurance Companies	--	--	--	--	--	--	--	--	--
g) FIIs	--	--	--	--	--	--	--	--	--
h) Foreign Venture Capital Funds	--	--	--	--	--	--	--	--	--
i) Others (specify)	--	--	--	--	--	--	--	--	--
Sub-total (B)(1):-	--	--	--	--	--	--	--	--	--
2. Non-Institutions									
a) Bodies Corp.	--	--	--	--	--	--	--	--	--
i) Indian	--	--	--	--	--	--	--	--	--
ii) Overseas	--	--	--	--	--	--	--	--	--
b) Individuals	--	--	--	--	--	--	--	--	--
i) Individual shareholders holding nominal share capital upto Rs. 1 lakh									
ii) Individual shareholders holding nominal share capital in excess of Rs 1 lakh									

Category of Shareholders	No. of Shares held at the beginning of the year (As on 31-March-2014)				No. of Shares held at the end of the year (As on 31-March-2015)				% Change during the year
	Demat	Physical	Total	% of Total Shares	Demat	Physical	Total	% of Total Shares	
c) Others (specify)	--	--	--	--	--	--	--	--	--
Non Resident Indians	--	--	--	--	--	--	--	--	--
Overseas Corporate Bodies	--	--	--	--	--	--	--	--	--
Foreign Nationals	--	--	--	--	--	--	--	--	--
Clearing Members	--	--	--	--	--	--	--	--	--
Trusts	--	--	--	--	--	--	--	--	--
Foreign Bodies - D R	--	--	--	--	--	--	--	--	--
Sub-total (B)(2):-	--	--	--	--	--	--	--	--	--
Total Public Shareholding (B) = (B)(1) + (B)(2)	--	--	--	--	--	--	--	--	--
C. Shares held by Custodian for GDRs & ADRs	--	--	--	--	--	--	--	--	--
Grand Total (A+B+C)	--	--	--	--	--	--	--	--	--

(ii) Shareholding of Promoters: Not Applicable

Sr. No.	Shareholder's Name	Shareholding at the beginning of the year			Shareholding at the end of the year			% change in share holding during the year
		No. of Shares	% of total Shares of the company	% of Shares Pledged/ encumbered to total shares	No. of Shares	% of total Shares of the company	% of Shares Pledged/ encumbered to total shares	
--	--	--	--	--	--	--	--	--

(iii) Change in Promoters' Shareholding: No Change

Sr. No.		Shareholding at the beginning of the year		Cumulative Shareholding during the year	
		No. of Shares	% of total Shares of the company	No. of Shares	% of total Shares of the company
1.	At the beginning of the year	--	--	--	--
	Date wise Increase / Decrease in Promoters Share holding during the year specifying the reasons for increase / decrease (e.g. allotment / transfer / bonus/ sweat equity etc):	--	--	--	--
	At the End of the year	--	--	--	--

(iv) Shareholding Pattern of top ten Shareholders (other than Directors, Promoters and Holders of GDRs and ADRs) : Not Applicable

Sr. No.	For Each of the Top 10 Shareholders	Shareholding at the beginning of the year		Cumulative Shareholding during the year	
		No. of Shares	% of total Shares of the company	No. of Shares	% of total Shares of the company
1.	At the beginning of the year	--	--	--	--
2.	Date wise Increase / Decrease in Share holding during the year specifying the reasons for increase / decrease (e.g. allotment / transfer / bonus/ sweat equity etc):	--	--	--	--
3.	At the End of the year (or on the date of separation, if separated during the year)	--	--	--	--

(v) Shareholding of Directors and Key Managerial Personnel: Not Applicable

Sr. No.	For Each of the Directors and KMP	Shareholding at the beginning of the year		Cumulative Shareholding during the year	
		No. of Shares	% of total Shares of the company	No. of Shares	% of total Shares of the company
1.	At the beginning of the year	--	--	--	--
2.	Date wise Increase / Decrease in Share holding during the year specifying the reasons for increase / decrease (e.g. allotment / transfer / bonus/ sweat equity etc):	--	--	--	--
3.	At the End of the year	--	--	--	--

V. Indebtedness : Not Applicable

Indebtedness of the Company including interest outstanding/accrued but not due for payment.

	Secured Loans excluding deposits	Unsecured Loans	Deposits	Total Indebtedness
Indebtedness at the beginning of the financial year				
i) Principal Amount	-	-	-	-
ii) Interest due but not paid	-	-	-	-
iii) Interest accrued but not due	-	-	-	-
Total (i+ii+iii)	-	-	-	-
Change in Indebtedness during the financial year				
Addition	-	-	-	-
Reduction	-	-	-	-
Net Change	-	-	-	-
Indebtedness at the end of the financial year	-	-	-	-
i) Principal Amount	-	-	-	-
ii) Interest due but not paid	-	-	-	-
iii) Interest accrued but not due	-	-	-	-
Total (i+ii+iii)	-	-	-	-

VI. Remuneration of Directors and Key Managerial Personnel:

A. Remuneration to Managing Director, Whole-time Directors and/or Manager: Not applicable

Sr. No.	Particulars of Remuneration	Name of MD / WTD / Manager				Total Amount
1	Gross salary	--	--	--	--	--
	(a) Salary as per provisions contained in section 17(1) of the Income-tax Act, 1961	--	--	--	--	--
	(b) Value of perquisites u/s 17(2) Income-tax Act, 1961	--	--	--	--	--
	(c) Profits in lieu of salary under section 17(3) Income-tax Act, 1961	--	--	--	--	--
2	Stock Option	--	--	--	--	--
3	Sweat Equity	--	--	--	--	--
4	Commission - as % of profit - others, specify...	--	--	--	--	--
5	Others, please specify	--	--	--	--	--
	Total (A)	--	--	--	--	--
	Ceiling as per the Act					

B. Remuneration to other directors: Not Applicable

Sr. No.	Particulars of Remuneration	Name of Directors				Total Amount (IN Rupees
1	Independent Directors	--	--	--	--	--
	Fee for attending board committee meetings	--	--	--	--	--
	Commission	--	--	--	--	--
	Others, please specify	--	--	--	--	--
	Total (1)	--	--	--	--	--
2	Other Non-Executive Directors	--	--	--	--	--
	Fee for attending board committee meetings	--	--	--	--	--
	Commission	--	--	--	--	--
	Others, please specify	--	--	--	--	--
	Total (2)	--	--	--	--	--
	Total (B)=(1+2)	--	--	--	--	--
	Total Managerial Remuneration	--	--	--	--	--
	Overall Ceiling as per the Act					

C. Remuneration to key Managerial Personnel other than MD/Manager/WTD: Not Applicable

Sr. No.	Particulars of Remuneration	Key Managerial Personnel			
		CEO	Company Secretary	CFO	Total
1.	Gross salary (a) Salary as per provisions contained in section 17(1) of the Income-tax Act, 1961 (b) Value of perquisites u/s 17(2) Income-tax Act, 1961 (c) Profits in lieu of salary under section 17(3) Income tax Act, 1961	-	-	-	-
2.	Stock Option	-	-	-	-
3.	Sweat Equity	-	-	-	-
4.	Commission - as % of profit - others, specify...	-	-	-	-
5.	Others, please Specify	-	-	-	-
	Total	**-**	**-**	**-**	**-**

VII. Penalties / Punishment/ Compounding of Offences:

Type	Section of the Companies Act	Brief Description	Details of Penalty / Punishment/ Compounding fees imposed	Authority [RD / NCLT / COURT]	Appeal made, if any (give Details)
Penalty	-	-	-	-	-
Punishment	-	-	-	-	-
Compounding	-	-	-	-	-
C. Other Officers in Default					
Penalty	-	-	-	-	-
Punishment	-	-	-	-	-
Compounding	-	-	-	-	-

For The Advertising Standards Council of India

Narendra Ambwani
Chairman
DIN : 00236658

Date: 09th July, 2015
Place: Mumbai

MANAGEMENT DISCUSSION AND ANALYSIS REPORT : 2014-15

HIGHLIGHTS OF THE YEAR

Several major milestones were achieved in the year 2014-15 against the priorities that were set out. The ASCI Secretariat was able to accomplish these amidst a very busy schedule. To accommodate the growing team, ASCI shifted to a new office at B/717 Aurus Chambers, S. S. Amrutwar Marg, Worli, Mumbai 400018 on 8th February 2015. The move was executed swiftly with minimal disruption to work.

PROGRESS AGAINST PRIORITIES SET OUT FOR THE YEAR

Your Council made significant progress against each of the four priorities as below:

Priority 1 - COLLABORATION WITH THE REGULATORS

While ASCI has been recognized by the Ministry of Information and Broadcasting (MIB) under the 'The Cable Television Network Rules, 1994' which deals with advertisements aired on TV, for other media, there was no formal arrangement with any other Government Department so far for mandatory implementation of the ASCI's Consumer Complaints Council (CCC) Upheld Complaint decisions. However, ASCI's persistent efforts in engagement with the Department of Consumer Affairs (DCA) paid off and DCA was convinced that there could be no other better mechanism than a "Co-regulation" model to process complaints related to misleading advertisements (violation of ASCI Code's Chapter I). DCA acknowledged that the ASCI adjudicating mechanism is professional, independent, objective, unbiased and most importantly, efficient in terms of lead times for complaint resolution. As a result, (DCA) approached ASCI to act as their "Executive Arm" to curb misleading advertisements by processing the incoming consumer complaints on DCA's newly launched web portal, Grievances Against Misleading Advertisements (gama.gov.in). The portal was launched by the Minister of Consumer Affairs, Food and Public Distribution Shri Ram Vilas Paswan at the National Conference on Consumer Rights in New Delhi with ASCI's Chairman, Vice - Chairman and Secretary General present. The six priority sectors that are covered under GAMA are: Agriculture and food, Health, Education, Housing, Financial services, E-commerce. The advertisements could be from any medium such as TV, print, packaging, internet, outdoor, wall paintings, posters, bill boards, etc. ASCI has already started processing complaints coming through the GAMA Portal (>250 as of July 2015). DCA's partnering with ASCI is an important step in empowering self-regulatory bodies and demonstrating "More Governance - Less Government." DCA has also sanctioned a Grant to ASCI to undertake this project.

Furthermore, ASCI was also approached by the Food Safety and Standards Authority of India (FSSAI) to have a similar arrangement under an MOU to proactively monitor potentially misleading Food and Beverages advertisements across media. The discussions are underway regarding the financials of the project.

MIB Advisory supporting ASCI Consumer Complaints Council (CCC) decisions -

In August 2014, MIB issued an advisory for broadcasters not to air advertisements that have been found in violation of the Advertising Standards Council of India's (ASCI) code and not complying with the decision of its CCC. While deliberating on the complaints received at ASCI, the CCC observed that many of the teleshopping advertisements made unsubstantiated claims and violated provisions of code for self-regulation as well as provisions under Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954. MIB, in its advisory, compiled a list of more than 45 such advertisements and asked broadcasters not to carry them in their respective channels and to ensure strict compliance of the advertising code in the Cable Television Networks Act (CTN).

The National Apex Committee for Stem Cell Research and Therapy (NAC-SCRT) joined hands with ASCI to address issues on misleading advertisements promoting stem cell therapy of unapproved indications in India. A formal request was made to ASCI to process complaints against 23 such web-sites and ASCI's prompt response and complaint resolution was greatly appreciated by the NAC-SCRT.

ASCI's efforts against misleading advertisements by Allopathic medical practitioners and hospitals were acknowledged by the Medical Council of India (MCI). The Ethics Committee of MCI has strongly backed ASCI for its self-regulatory mechanism of ensuring ethical advertising practices.

On several questions pertaining to misleading advertisements, MIB and DCA sought help and support from ASCI to address several Parliament questions.

Priority 2 - SELF-DISCIPLINE BY CREATORS OF ADVERTISING - "E-LEARNING"

In our endeavour to promote "Self-discipline by creators of advertising", ASCI launched its E-Learning Program (learning.ascionline.org) - an online training programme for advertisers, communication professionals and advertising and management students. The aim of this proactive programme is to ensure that the creators of advertisements are acutely aware of the ASCI guidelines and by completing this course they would be able to get their advertisements "Right the first time". This certified course is being offered at nominal fees with special discounts for ASCI Members and also for students. Several major corporates such as Yahoo, Unilever, Godrej, Grey, etc. have signed up for the programme.

Priority 3 - EASIER ACCESS TO ASCI SERVICES - Launch of "ASCIonline" mobile app.

During the year, ASCI developed a simple yet efficient free mobile app "ASCIonline". It was launched on 17th June 2015. With the catchphrase 'Snap It and App It', it lets consumers flag complaints against objectionable / offensive / misleading advertisements by clicking a picture and sending it to ASCI. It also provides real-time status updates for the complaint on the same screen of the smartphone or tab. The launch of this App coincided with the "Digital India week" announced by the Government. It received excellent media coverage and also generated positive buzz on Social Media.

"More Governance and less Government" would be possible only if self-regulation organizations like ASCI are successful. If self-regulation fails, Government censorship comes in. With the mobile App, ASCI would be able to effectively engage with thousands of ASCI ambassadors who could act as ASCI's eyes and ears and would keep a check on erring advertisers. The App also make reaching ASCI extremely simple and hassle-free. This App is probably the first of its kind in India and also among the global network of Self-Regulatory Organizations. It is, in true sense, placing power in the palm of consumers to act against erring advertisements.

Priority 4 - BEING SEEN AS FAIR BY ALL STAKEHOLDERS

ADVERTISING GUIDELINES FOR ADVERTISING OF SKIN LIGHTENING OR FAIRNESS IMPROVEMENT PRODUCTS.

ASCI released a set of final guidelines for the advertising of skin lightening and fairness products after seeking industry and public feedback to a draft it had issued earlier. ASCI's new guidelines go a long way in ensuring that advertisements of products in this category do not depict people with dark skin as somehow inferior to those who are fairer. Both, the industry and the consumer activists' groups welcomed these guidelines.

GUIDELINE FOR CLAIMING SAVING FOR LARGE PACK COMPARISON

As per this new guideline, it was recommended that Marketers may claim saving for larger pack provided the comparison is made without any ambiguity by highlighting number of smaller pack units Vs the larger promotional pack (viz. "Save INR XX for a 2 KG pack as compared to four 500 gm packs"). Also, word to be used is "save" and not "off"

INVITATION TO ASCI MEMBERS TO PARTICIPATE IN A CCC MEETING

ASCI rolled out an initiative of inviting our member company representative to participate in CCC meeting as

representative of the Board. The credibility and awareness of ASCI is mainly due to the relentless, timely and credible adjudication of complaints by the CCC. Objective of providing an opportunity to ASCI members to attend the meeting was to help them understand the process, experience the meaningful deliberations and due diligence involved in taking a fair decision on complaints on advertising.

ASCI MEGA EVENT - "CREATIVITY FOR GOODNESS' SAKE!"

ON 20th March 2015, working towards our cause of promoting the spirit of self-regulation among the creators of advertising, ASCI created a one-of-a kind festival of debates - Creativity for Goodness' Sake! Through this event ASCI created and presented an engagement platform to uphold creativity, which is not only exciting and memorable but also with a conscience. This was based on the premise that there is a critical need to create awareness, belief and advocacy for the very concept of self-regulation in advertising. The festival saw global speakers of repute like Sir John Hegarty, Founder, Creative- BBH, Marc Matheiu, Senior Vice President, Marketing - Unilever, Shantanu Khosla, Managing Director - P&G and Rajkumar Hirani, Filmmaker. At the centre of the festival was a debate on "Should Creativity be restricted" which included industry stalwarts like Santosh Desai, MD & CEO, Future Brands, Sanjeeb Chaudhary, Global Head of Brand and CMO, Standard Chartered Bank; Bobby Pawar, Director & Chief Creative Officer, Publicis Worldwide and Paritosh Joshi, Director, Provocateur, moderated by Anish Trivedi, renowned theatre, literature and radio personality. Shri Keshav Desiraju, Secretary to the Government of India, DCA, expressed his strong support for the self-regulation mechanism via his video message. This event was witnessed by 250 delegates from different companies and fields in the industry.

"SWACHH ADS" ABHIYAN

To mark the National Consumers' Day, December 24, 2014, ASCI coined "Swachh Ads Abhiyan" campaign, from 16th December to 24th December, 2014, across ASCI's social media pages (Facebook, Twitter, LinkedIn and YouTube). Trending and aptly in line with the "Swachh" campaign by the Government, the ASCI campaign created a great amount of interest. The aim of the campaign was to increase awareness of false claims and combat misleading advertisements to safeguard consumer interest. The campaign was an interesting mix of videos that lent clarity to misleading claims and with a call for action for consumers to lodge a complaint online.

Your council is happy to report that it delivered successfully on all the four key priorities for the year and that too with several prestigious projects completed in a short span.

MEMBERS OF THE BOARD OF GOVERNORS

During the year, Mr. Hemant Bakshi, Mr. Sunil Lulla and Mr. Jayant Singh resigned from the Board due to their new assignments. The Board wishes to place on record its appreciation of the valuable services rendered during his tenure. Mr. Arunabh Das Sharma was elected to the Board. Mr. Samir Singh was appointed to fill the vacancy created by the resignation of Mr Hemant Bakshi.

CONSUMER COMPLAINTS COUNCIL (CCC) MEMBERS

During the year, Dr. Ramesh Potdar retired from the CCC. Ms. Sharda Agarwal resigned from the CCC. CCC lost one of its valuable member Dr. Ramesh T. Sane due to his sad demise.

Mr. Vishwas Govindrajan, Prof. Atanu Ghosh, Ms. Mrinalini Kher, Dr. Suhas Pingle and Mr. Suman Srivastava were appointed to fill the above and other CCC 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, 45 new members have enrolled during the year. However, 43 members did not renew their memberships. The total number of members now stands at 349.

CCC ANALYSIS OF DECISIONS ON COMPLAINTS

The CCC met 47 times and deliberated on complaints against a total of 1877 advertisements. Complaints were Upheld against 1389 advertisements whilst complaints against 486 were Not-Upheld. Complaints against two advertisements were outside ASCI's purview.

Maximum number of complaints received were alleging violation of ASCI Code's Chapter I i.e. Advertisements that complainants considered to be making false, unsubstantiated or misleading claims (1580). Under Chapter II - advertisements that were complained against for being offensive or indecent (192), Chapter III - encouraging or depicting dangerous practices (430) and Chapter IV- Unfair in competition (40). Note, some complained advertisements covered more than one Chapter of ASCI code.

A majority of the advertisements against which complaints were upheld fall under educational sector (439), followed by the Healthcare sector (297) and Medical Services / Clinics (271). This year we also see emergence of complaints against advertisements in the automotive (69) as well as telecom sector (58). There have been other complaints against leadership claims of media (Channels / Publications), teleshopping advertisements promising magical results and real estate advertisements as well.

Taking the National Advertising Monitoring Services (NAMS) complaints into account, complaints against advertisements are predominantly from Print Media; however their share has decreased from 66% (2013/14) to 57% (2014/15). While consumers have predominantly complained about TV Commercials, we also saw increase in the complaints against - Digital advertisements rising from 5% (2013/14) to 11% (2014/15), complaints against promotional material (increase from 0.7% to 1.92%) and complaint against claim on product packaging (increase from 0. 7% to 1.14%).

Intra Industry Complaints

Out of the 1877 advertisements complained against during the year, 71 were received from industry regarding misleading advertising or unfair competitive advertising. Of these, 58 were Upheld and 13 were Not-Upheld.

Fast Track Complaints (FTC)

We received 14 complaints during the year 2014-15 that were lodged by the ASCI members to be taken up on a "Fast Track" basis. Of these, 11 were Upheld and 3 were Not-Upheld.

Suo Moto Complaints

ASCI has processed 39 Suo Moto complaints (originating from either CCC or Board members). Of these 34 were Upheld and 5 were Not-Upheld.

NAMS Complaints

Out of the 1877 advertisements complained against during the year, 865 complaints were received through NAMS. Of these, 850 were Upheld and 15 were Not-Upheld. In this third year of the NAMS initiative, we have seen a directionally positive trend in reduction of misleading advertisements by Educational Institutes offering "100% job guarantee" as compared to 2011/12 and 2012/13.

Complaints originating from Consumer Organizations

ASCI's credibility among Consumer Organizations has strengthened further. During the year, complaints were received against 46 advertisements (versus 16 in 2013/14), of which complaints against 26 were Upheld and complaints against 20 were Not-Upheld. 28 of these complaints were lodged by the Indian Institute of Public Administration (IIPA) representative, while 15 were from Consumer Education and Research Centre (CERC) and three from other organizations.

Government and Regulatory Authorities

More and more Government organizations are approaching ASCI to seek help in adjudicating various complaints. The share of complaints originating from government departments has increased from 6% (Year 2013/14) to 13% against 88 advertisements. A major source of these complaints (57) is the Ministry of Information & Broadcasting. The National Apex Committee for Stem Cell Research & Therapy registered complaints against 24 website advertisements whereas four complaints were lodged by the Food and Drugs Administration. The Food Safety and Standards Authority of India (FSSAI) forwarded two complaints and a complaint was received from the Indian Police Service as well. Of these 88 advertisements complained against, ASCI Upheld 84 complaints and four complaints were Not-Upheld. 49 of these advertisements complained against were teleshopping advertisements and, in many cases, their compliance to ASCI decisions poses as a challenge. This matter has been brought to the attention of the MIB.

General Public

Out of the 1877 Advertisements complained against during the year, complaints against 754 were received from the general public. Of these, complaints against 326 advertisements were Upheld and 426 were Not-Upheld. Two complaints were deemed to be outside ASCI's Purview.

Compliance status

ASCI has tracked all Upheld complained print and TV advertisements to check whether any non-compliant advertisements are appearing again. This is being done rigorously under NAMS.

Compliance tracking of Upheld complaint advertisements via NAMS and ASCI teams confirmed >80% compliance and for 10% of the decisions, compliance could not be confirmed due to the nature of medium being difficult to track (e.g. hoardings / promotional material etc.). However, in the absence of a repeat complaint, their status has been deemed as "compliance". Non-compliance was observed in 3% of the cases and about 6% advertisements being from teleshopping genre, pose a challenge.

Overall, ASCI has been able to achieve close to 90% compliance, which is certainly a healthy figure for a Self-Regulatory Organization. With the backing of regulatory agencies such as the MIB as well as the DCA, we hope to see further improvement in compliance rates.

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

Three Special Leave Petitions (SLP 22709-22710 /2008, SLP 23117-23118 /2008 and SLP 23663 / 2008) were filed by Hindustan Latex, J K Ansell and TTK-LIG respectively as Petitioners v/s Ravi Kumar and ASCI as Respondent no.8 in the Supreme Court of India arising out of the Final order and Judgement dated 24-07-2007 passed by the Madurai Bench of Madras High Court in Writ Petition no.961/2007 regarding obscene pictures on the Condom packages manufactured by the 3 petitioners. ASCI was mistakenly impleaded in the Writ Petition on the orders of Madras High Court. The next date of hearing is awaited.

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. The next date of hearing is awaited.

A Writ Petition no. 5171/2014 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 December 15th, 2015.

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. The next hearing is scheduled for 26th August, 2015.

A writ Petition no. 8538/2014 was filed by **Hero Motocorp Ltd.** v/s Union of India and ASCI as Respondent no.3 in Delhi High Court against the decision of CCC which upheld the complaint against their advertisement. Exparte stay order against us was passed by the court. The next hearing is scheduled for 26th November, 2015.

A writ Petition no. 9401/2014 was filed by **Matrix Cellular (Int'l) Services Pvt. Ltd.** v/s Union of India and ASCI as Respondent no.3 in Delhi High Court against the decision of CCC against their advertisement. The Court directed that no coercive steps be taken against the Petitioner Company in furtherance of the CCC decision. The next hearing is scheduled for 13th October 2015.

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 for Plaintiff's evidence is on 16th Dec., 2015.

This year we see a significant increase in the number of suits filed in various courts in Delhi and Mumbai. This is a direct fall out of the Advisory issued by the Ministry of Information and Broadcasting (MIB) in August 2014 prohibiting airing of advertisements found to be in violation of the ASCI's CCC decisions (majority of them being teleshopping advertisements). These are as follows -

- Suit no.106 of 2014 filed in Patiala House Court, Delhi by **Astro Science Technologies Pvt. Ltd.** v/s MIB and ASCI as defendant no.3. The Plaintiff's attempt to get ad interim stay order was rejected and also the appeal filed against the rejection of stay order too was dismissed. The next date of hearing for Plaintiff's evidence in main suit is 18th August, 2015.
- Suit no. CS(OS) 2820 / 2014 in Delhi High Court filed by **AAA Teleshopping Pvt. Ltd.** v/s ASCI. Listed for Replication and admission/denial on 20th October, 2015.
- Suit no. CS(OS) 2810 / 2014 in Delhi High Court filed by **Teleone Consumer Products Pvt. Ltd.** v/s ASCI. The suit is listed for Replication and admission/denial on 20th October, 2015.
- Suit no. CS (OS) 2840 / 2014 in Delhi High Court filed by Him **Rishi Sansthan** v/s ASCI. The next hearing for admission/denial of documents is scheduled for 24th November, 2015.
- Suit no. CS(OS) 1877 /2013 in Delhi High Court filed by **Quick Telemall Pvt. Ltd.** v/s ASCI. The Court passed an Ex-parte stay order against the CCC decisions. The next date for hearing is on 28th Sept., 2015.
- Suit no. CS(OS) 230 /2014 in Delhi High Court filed by **AAA Teleshopping Pvt. Ltd.** v/s ASCI. The Court passed an Ex-parte stay order against the CCC decision. The next hearing for admission/denial of documents is scheduled for 5th November, 2015.
- Suit no. CS (OS) 497 /2014 in Bombay High Court filed by **Teleshop Teleshopping** v/s ASCI. The Court passed an Ex-parte stay order against the CCC decisions. The next date for hearing is awaited.
- Suit no. CS (OS) 492 /2015 in Bombay High Court filed by **Teleshop Teleshopping** v/s ASCI. The Court passed an Ex-parte stay order against the CCC decision. Our appeal against stay order was disposed of by the Bench with directions for expeditious hearing of Notice of Motion.

ASCI decisions that were unfavourable to the advertisers have been challenged as follows -

- Suit no. CS(OS) 1339 /2014 in Delhi High Court filed by **Reckitt Benckiser Ltd.** v/s ASCI. The Court passed an Ex-parte stay order against the FTCC decision. The next hearing is on 17th December, 2015.

- Suit no. CS (OS) 1074 /2015 in Delhi High Court filed by **Reckitt Benckiser Ltd.** v/s ASCI. The Court passed an interim stay order against the CCC decisions. The next hearing for admission / denial of documents is 19th November, 2015.

- Suit no. CS (OS) 1118 of 2015 in Delhi High Court filed by **Reckitt Benckiser Ltd.** v/s ASCI. The Court passed an interim stay order against the CCC decision. The next hearing is on 28th October 2015.

- Suit no. CS (OS) 301 /2015 in Delhi High Court filed by **Maja Healthcare Division.** v/s ASCI. The next hearing is on 30th October 2015.

We are happy to update that in cases mentioned below in some cased the suits have been withdrawn or disposed of and we have also been able to have some legal suits settled.

- Suit no. 110035 of 1999 in City Civil Court, Mumbai filed by **Century plywood** v/s ASCI. The Suit was settled by mutual consent.

- Writ Petition no.571 / 2012 in Delhi High Court filed by **Star India Pvt. Ltd.** v/s ASCI and UOI as Respondent no.2. Writ disposed of by Delhi High Court Order dated 05-05-2015.

- Writ Petition no.297 /2015 in Delhi High Court filed by **Munir Khan** v/s UOI and ASCI as Respondent no.3. Writ was withdrawn by the Plaintiff as no interim relief was granted by the court.

- Suit no. CS 433 /2014 in District Court, Rohini, Delhi filed by **Sanyasi Ayurveda** v/s MIB and ASCI as Respondent no.3. Suit withdrawn by the Plaintiff as no interim relief was granted by the court.

- Writ Petition no.2178 / 2014 in Delhi High Court filed by **Sistema Shyam Teleservices Pvt. Ltd.** v/s UOI and ASCI as Respondent no.2. This Writ was withdrawn by the Plaintiff.

- Writ Petition no. 6595 /2014 and W.P. 8817 /2014 in Delhi High Court filed by **Sistema Shyam Teleservices Pvt. Ltd.** v/s UOI and ASCI as Respondent no.2 against the CCC decision. No stay order was granted by the court in both these writs and were disposed of.

- Writ Petition no. 2860 /2014 in Bombay High Court, Nagpur Bench filed by Gitesh Pandey v/s UOI and ASCI as Respondent no.5. This public interest litigation was filed essentially against advertisements violating The Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954. The Writ petition is withdrawn by the Petitioner.

- Suit no. CS 398/2015 in Delhi High Court filed by **Reckitt Benckiser (India) Ltd.** v/s ASCI against the CCC decision. Court directed to consider the matter afresh and this Suit was disposed of by the court.

- Writ Petition no.9378 /2014 in Delhi High Court filed by **Amazon Sellers Services Pvt. Ltd.** v/s UOI and ASCI as Respondent no.2 against the CCC decision. Writ was settled by mutual consent.

- Writ Petition No.14 /2014 filed in the Jammu & Kashmir High Court by Mr. Paras Gupta v/s Union of India with ASCI as Respondent no.3. The Petitioner has prayed that the Respondents should stop the broadcast of television advertisements and television programs which are not in conformity with the advertisement code and the program code under The Cable Television Network (Regulations) Act, 1995 and the Cable Television Network Rules, 1994. The Court disposed of the Write Petition whilst directing the J&K Govt. to draft appropriate Laws, which would protect the interest of the womenfolk and general public from acting on the basis of the false advertisements.

PR AND MARKETING INITIATIVE

This year, ASCI received significant Media Coverage all through the year - thanks to several high profile activities and events that were undertaken. Our PR agency, Ketchum Sampark, our Board members, Consultative committee members and the Secretary General, ensured that ASCI flag was flying high, resulting is much greater level of awareness among consumers as well as stakeholder. There have been more than 700 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. and online media as well as electronic media. The ASCI web-site hosts some of the important press clippings.

Efforts by your council in Social Media are quite apparent because of the reach and followers that we have achieved in this short period. This has been by and large organic in nature by ensuring that our communication and updates are topical, relevant, meaningful to consumers and create a "pull" rather than pushing out the content. Our Social Media presence has been vibrant and is being appreciated by our stakeholders. Some snapshots of our Social Media activities are captured in the report.

VOTE OF THANKS

The Board of Governors wishes to place on record its gratitude to the Department of Consumer Affairs (DCA) and 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 Dr. R. D Potdar who supported ASCI by giving his valuable time and expertise for a ten year tenure.

We wish to thank DSK Legal for providing 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. We thank Wishtree technologies out technology partners. We also thank Ketchum Sampark and Petrikor, our PR and Social Media agencies respectively for their ongoing support in helping grow ASCI awareness and reach.

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. Dorab Sopariwala for their generous contribution of time and expertise.

We wish to thank the ASCI Secretariat, for keeping the operations running smoothly and addressing each and every consumer contact efficiently

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 and helped achieve so many milestones as we enter into the 30th year for ASCI.

For The Advertising Standards Council of India

Narendra Ambwani
Chairman
DIN : 00236658

ASCI Moves Office





Welcome to ASCI's new Office
717/B, AURUS Chambers,
SS Amrutwar Marg,
Worli, Mumbai 400 018.

General Queries Tel:
91-22-24955076
For Complaints Registration
Tel: 91-22-24955077
Toll free: 1-800-22-2724
Fax: 91-22-24955071



ASCI
ADVERTISING WITH A CONSCIENCE

एसएसटीएल को एएससीआई के आदेश का पालन करने का निर्देश

नई दिल्ली, भाषा। दिल्ली उ
न्यायालय ने एमटीएस के
एक मामले में भारती
परिषद (एए
बरक

एएससीआई का आदेश माने सिस्टेमा

नई दिल्ली। दिल्ली उच्च न्यायालय ने एमटीएस के विज्ञापन के एक मामले में भारतीय विज्ञापन मानक परिषद (एएससीआई) के आदेश को बरकरार रखा है। एएससीआई ने एमटीएस ब्रांड के तहत दूरसंचार सेवाएं देने वाली सिस्टेमा श्याम टेलीसर्विसेज लिमिटेड को उसके विज्ञापन में बदलाव करने का आदेश दिया था। विज्ञापन में कंपनी ने दावा किया है कि एमटीएस इंटरनेट सेवा के तहत 9.8 मेगाबिट्स प्रति सेकें
स्पीड मुहैया कराई जार
बखरू ने कंपनी को अ
करने के लिए चार स
देया है।

DIFFERENT STROKES | SUCHETA DALAL



Convenience of Technology Vs Consumer Issues

The laws regarding consumer rights for technology-based services must evolve fast

The rape of a young woman in Delhi by an Uber cab driver, and the government's ban on all web-based car hire or 'ride sharing' companies, evoked sharp and diverse reactions that extend far beyond the concern for all women; Uber's failure [illegible] of 'rigorous background checks' [illegible] serious breach of trust by women. [illegible]S-tracking with driver details had [illegible] the ride was completely safe. [illegible] was the convenience, comfort, [illegible] provided by web-based cab [illegible]ent's knee-jerk attempt to [illegible]umer backlash. Upwardly [illegible]thetic public transport, [illegible]g struggle with parking [illegible]ocial media to voice [illegible]e government was: [illegible]round with private [illegible]mfortable public [illegible]de is that even [illegible]ds regulation [illegible]th mindless [illegible]orruption. [illegible]ts of its [illegible]stance, [illegible]ent a [illegible]Uber-

Manufacturers were forced to take cognisance of their complaints and some companies responded by refusing to offer a warranty on products bought online. For instance, Videocon's website clearly states it will not offer a warranty on products purchased on Snapdeal. However, the Snapdeal website displays a full, 1+2-year product warranty with no disclaimers about Videocon's stand.

Where does this leave the consumer? Is Snapdeal's website being honest? Can Videocon withhold the warranty? The issue is complex. Consumer activist and advocate, Jehangir Gai, is clear that a warranty is provided

Buying online is a terrific experience when nightmare when they don't, because there are customer stands in such ca

by the manufacturer and not the seller. The warranty goes with the product and, technically, Videocon will not be able to deny it. However, what if it does? Where does that leave the Snapdeal consumer who expected an automatic, hassle-free warranty? Will she be forced to fight it o[illegible] with Videocon? Why?

After all, she is a Snapdeal customer who bought the product believi[illegible] the specific [illegible]

The way the cookie crumbles...

Advertisements of 'healthy foods' have long been glorifying half-truths. This year, ASCI, with due backing from the government and changed laws, is set to cause a lot of whiplash

BY MALAY DESAI



Marketers began New Year with ASCI rapping them on the knuckles. It could be a worthy resolution for them to stop making misleading ads.

12 | ADC | CITY

MUMBAI | THURSDAY, FEBRUARY 12, 2015

Apex panel to monitor ads of stem cell based therapies

Misleading advertisements will be removed and action taken against the defaulters

By A Staff Reporter

The National Apex Com[illegible] matter for Stem Cell Re[illegible] and Therapy (NAC-SCRT) has joined hands with Advertising Standards Council of India (ASCI) to monitor advertisements that claim stem cell based therapies. As per the Na[illegible] Guidelines for Stem [illegible] 2013, there are no approved indications for stem cell therapy other than the Hematopoietic Stem Cell Transplantation (HSCT) for hematological disorders. NAC-SCRT has observed that several clinics/ companies/ hospitals advertise stem cell based therapies other than HSCT for haemato[illegible] dis[illegible] thru' websites. [illegible] be con[illegible] these guidelines and is hence not permissible. We have asked ASCI to review such advertisements and are happy that action has been initiated against 23 such web-sites. It is necessary that such misleading advertisements be removed and action be taken against the defaulters unless they are suitably modified to clarify the unproven nature of these therapies and [illegible] offered within sp[illegible] trials. Th[illegible]

Who governs 'surrogate ads' for alco

Activists seek government action against those who advertise liquor brands

TOMOJIT BASU
MEENAKSHI VERMA AMBWANI
New Delhi, May 13

[illegible]ineral water, sodas, music and [illegible]orts franchises are among the [illegible]mmon avenues taken by alco- manufacturers to advertise [illegible]r brands. So what is new in [illegible]thing. But what is befud- those in power as well as [illegible]oral police is how 'surro- dvertising' can be moni- the absence of overarch- [illegible]lation.

[illegible] Centre, the buck is [illegible]n between ministries [illegible]etimes to respective [illegible] is even as consumer [illegible]ging the Government [illegible] central legislation, [illegible]ive implementation [illegible] the State Govern- the self-regulating

Advertising Standards Council of India (ASCI) already has a code on brand extension.

"Surrogate advertising is not allowed as per law but we have been urging the Government to start taking legal action against liquor brands that violate [illegible] providers and are ha[illegible] fenders," said Bei[illegible] der, Co[illegible] Founda[illegible]

Direct advertising of alcoholic beverages is banned in India under the Cable Television Net[illegible] (Regulation) Act, Bill (2000) [illegible] chann[illegible]

High Court directs SSTL to comply w

Dec 29, 2014, 04.43PM IST



दिशाभूल करणाऱ्या जाहिरातींवर आळा बसविण्यासाठी 'एमएमसी'ची आक्रमक भूमिका

७९ डॉक्टरांना नोटीस

राजश्री कासले, मुंबई

एमएमसीकडून उपचारांचे खोटे दावे करणाऱ्या डॉक्टरांवर कारवाई केली जाते. टीबी व यूगप्रश्नमोचन जाहिरातीच्या दाव्यांची नियंत्रणासाठी जाहिरातींच्या नोंदी ठेवण्याची संचालनालयाच्या अधिकार गाहीत. त्यामुळे [illegible]नुसार, [illegible]

अशा जाहिराती करण्यापासून रोखणे हे आमचे कर्तव्य आहे. याबाबत (आस्कीकडून होणारी मदत स्वागताह अहे, असे महाराष्ट्र मेडिकल कौन्सिलचे अध्यक्ष डॉ. किरीट टाली यांनी सांगितले. आतापर्यंत आस्कीकडून कारवाई होत तक्रारीनुसार आस्कीकडून आणी स्वतःच असे, मात्र येत्या वर्षापासून आणी स्वतःच [illegible] टीबी व वर्तमानपत्रांमधील आहोत.

शहरानुसार डॉक्टरांवर कारवाई
- मुंबई - १९
- ठाणे - १
- पुणे - ७
- नागपूर - ४
- नाशिक - २
- कोल्हापूर - २
- जळगाव - ६

बोगस जाहिरातींचे पीक

शिक्षण, आरोग्याबद्दलच्या भूलथापा ■ ॲडव्हर्टायझिंग स्टँडर्डस् कौन्सिल ऑफ इंडियाकडे नोंद

म. टा. विशेष प्रतिनिधी, मुंबई

कृणी एका गोळीमध्ये उंची नोंदली गेली असून सर्वाधिक संख्या आरोग्य व करिअर-शिक्षण या क्षेत्रातील तक्रारींचा आहे.

जाहिराती मागे घ्याव्या लागतात

आस्कीच्या महासचिव श्वेता पुरंदरे यांनी सांगितले की, डॉक्टरांना स्वत:ची

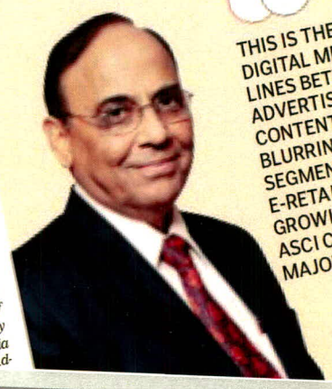
ASCI in News

DIFFERENT STROKES SUCHETA DA

FACE OFF NARENDRA AMBWANI, CHAIRMAN, ASCI

"Keeping tabs on digital advertising is the challenge"

Brands hoodwinking the consumer through exaggerated claims, misleading catchphrases is nothing new. Even the best of brands fall prey to this once in a while. So it becomes all the more important to have a regulator ...eeps a close watch and raps er...nds accordingly. Add to this ...nt controversy around Maggi ...and the consequent hullaboo ...ng celebrity endorsements, ...e role of India's advertising ...log—Advertising Standards ...l of India (ASCI)—becomes ...more important. Already, AS... ...orking closely with the min... ...of information and ...asting (MIB), department of ...r affairs (DCA), Food Safety ...uthority of India Ad...



THIS IS THE ERA OF DIGITAL MEDIA AND LINES BETWEEN ADVERTISING AND CONTENT ARE BLURRING. ALSO NEW SEGMENTS SUCH AS E-RETAIL ARE GROWING WHERE ASCI COULD PLAY A MAJOR ROLE.

...eview, it has already received 735 com...plaints in the nine month period of April-December 2014. Even on a month-to-month comparison to the previous year, the number of complaints has been consistently on the rise.

Shweta Purandare, Secretary General, ASCI, is quick to point out, "It is not that marketers are going berserk. ASCI has consistently expanded its presence." For example, Purandare points out that the number of complaints increased after ASCI set up an online complaint registration, got more support from the Government (see companion piece) and revamped its presence on social media.

In social media, for instance, ASCI has listening posts on Facebook and Twitter from where it directs aggrieved customers to its website and file a formal complaint. In a tie-up with TAM Media, ASCI has set up a National Ad Monitoring System that voluntarily tracks 45,000 print advertisements and 1,500 TV ads every month and takes suo moto cognisance of advertisements that do not comply with ASCI guidelines. To top that, the Centre's Department of Consumer Affairs has told ASCI to flag off ad-

The number of complaints ro... ASCI set up an ... complaint reg... got more supp... the Governme... revamped its p... on social med...

ASCI

MEDICAL COUNC... SUPPORTS ASCI

...n its efforts to act against... ...tors whose advertisement... ...ate the Medical Code of Et... ...Regulations 2002, the Adv... ...Standards of India (ASCI) – ...ndustry's self-regulatory b... ...nsuring ethical and fair ad... ...ng practices – has found st... ...upport from the Medical C... ...f India (MCI). ASCI receive... ...complaints of health ... ...and clini...

Dig...

By Arzoo ...arzoo.d@li...

MUMBAI

On ... of Adverti... India ... portal ... Misle... GAM... will ... ads ... ma... on ... ac...



Narendra Ambwani and Shweta Purandare: digitally active

ASCI
ADVERTISING WITH A CONSCIENCE

We were slightly behind time in terms of improving our digital presence, but now we have caught up.

NARENDRA AMBWANI
Chairman, ASCI

We get complaints from over 15 states across India. We are pushing online and mobile to reach remote pockets

SHWETA PURANDARE
Secretary General, ASCI

With ASCI's newfound digital focus, the number of consumer complaints is poised to grow. Is ASCI ready to field them? Should marketers worry?
By Ashwini Gangal

Do large adv... want govt regu...

Several large advertisers are undermining the self-regulatory ... Do they want a government regulator?

BY SUCHETA DALAL

Often, industry ... it has a ...

...ाडणाऱ्या डॉक्टरांची शोधमोहीम

...पल ऑफ ...ी मेडिकल ...२००२ चे ...डॉक्टरांच्या ...रण्याकरिता ...ा काऊंसिल ...ीआय)ला ...ल्या पत्रामध्ये ...र्पविषयक ...ा जाहिरात ...चे पालन ...र्लंघन करत

हेल्थकेअर उत्पादने, सेवा आणि डॉक्टरांचा उल्लेख किंवा जाहिरात असलेल्या क्लिनिकच्या जाहिराती यांच्याबद्दलच्या बऱ्याच तक्रारी नोंदवून घेतलेल्या आहेत आणि त्यांच्यावर कारवाई केलेली आहे. एमसीआयच्या नियमांनुसार डॉक्टर जाहिरातीमध्ये स्वतःचे प्रथवर्तन करू शकत नाहीत. यावर तत्काळ कृती म्हणून एएससीआयने



मुंबई : रुग्णांची दिशाभूल करत त्यांची फसवणूक करणाऱ्या डॉक्टरांवर आता गाज पडण्याची शक्यता आहे. वर्तमानपत्रे-टीव्ही तसेच सार्वजनिक ठिकाणी जाहिराती करून रुग्णांकडून पैसे लुबाडणाऱ्या डॉक्टरांच्या वाढत्या फसवणुकीची गंभीर दखल मेडिकल काऊंसिल ऑफ इंडिया (एमसीआय)ने घेतली आहे. काऊंसिलने वैद्यकीय नीतीमूल्यांच्या उल्लंघनाचा तपास

दावे करणाऱ्या डॉक्टरांची यादी एमसीआयला दिलेली आहे. यात्रा उत्तर म्हणून एमसीआयने एमसीआय/एमएमसीसोबत नोंदणीकृत असलेल्या व आपापली उत्पादने किंवा सेवांची बेकायदेशीर जाहिरात करणाऱ्या ॲलोपॅथिक डॉक्टरांनी राज्यनिहाय यादी पाठवण्याची विनंती एएससीआयला केली आहे.

आपल्या जाहिरातीमध्ये चुकीचे

कालावधीमध्ये मेडिकल काऊंसिल रेग्युलेशन्स, २००२ चे पालन न करणाऱ्या डॉक्टरांचा अधिक खोलात जाऊन तपास करण्याचे आणि त्यांच्याविरुद्ध कारवाई करण्याच्या सूचना स्टेट मेडिकल काऊंसिलना दिल्या आहेत. त्यामुळे एमसीआयला वैद्यकीय नीतीमूल्यांच्या नियमांनुसार कारवाई करण्यात मदत होणार आहे. देशातील बेकायदेशीर प्रकरणांना वेळीच आळा बसावा म्हणून भोंदू डॉक्टरांनी केलेल्या



...r mandatory for marketing ...of member companies and ...client-service industries ...rscies to take this course ...what is unacceptable ...why it is unacceptable ...probably put a stop to ...mainly multinational ...d behaviour

...are telebuying channels ...companies to market ...and miraculous ...actors and television ...by

ASCI #SnapItAppIt ASClonline Mobile App

अॅस्कीने आणले मोबाइल अॅप

मुंबई : दिशाभूल करणाऱ्या जाहिरातींवर अंकुश ठेवण्यासाठी अॅडव्हर्टायझिंग स्टँडर्ड कौन्सिल ऑफ इंडियाने (अॅस्की) मोबाइल अॅप तयार केले आहे. अॅस्की ऑनलाइन असे याचे नाव असून याचा वापर करून, दिशाभूल करणारी जाहिरात ल्यास ग्राहकांना त्याची तक्रार सुलभरीत्या करता ये ॲपची सेवा ऑनलाइनदेखील उपलब्ध व आयओएस प्लॅटफॉर्म



ASCI launches mobile app for complaints

In a bid to curb misleading advertisements Advertising Standard Council of India (ASCI) today launched a mobile app to facilitate convenient filing of complaints.

The app, ASCI Online, will help consumers to against



विज्ञापनों की शिकायत एप्प से कर सकेंगे

नई दिल्ली @ पत्रिका
business.jaipur@patrika.com

भ्रामक विज्ञापनों का नियमन करने वाले संगठन भारतीय विज्ञापन मानक परिषद (एएससीआई) ने विज्ञापनों के खिलाफ शिकायत करने के लिए मोबाइल एप्प लॉन्च किया है।

परिषद ने जारी बयान में कहा है कि एप्प फिलहाल एंड्रॉयड और आईओएस प्लेटफॉर्म पर है और इसे गूगल प्लेस्टोर और ऐप्पल्स से निःशुल्क डाउनलोड किया जा सकता है। एएससीआई के अध्यक्ष नरेंद्र अम्बवानी ने कहा कि हमारा उद्देश्य लोगों को भ्रामक विज्ञापनों या इससे जुड़ी अन्य शिकायतों के लिए बेहतर सुविधाएं उपलब्ध कराना है। इस दिशा में एएससीआई ऑनलाइन काफी मददगार साबित होगा। वर्तमान में कम्प्यूटर के मुकाबले मोबाइल फोन का इस्तेमाल कहीं अधिक हो रहा है। स्मार्टफोन के बढ़ते इस्तेमाल के मद्देनजर इस ऐप की उपयोगिता बढ़ जाती है। उन्होंने इस ऐप के फीचरों का जिक्र करते हुए कहा कि



इसके माध्यम से शिकायत दर्ज करने के साथ ही शिकायतकर्ता विज्ञापन की तस्वीर, वीडियो या यूट्यूब की लिंक अटैच कर सकते हैं। साथ ही शिकायतों के स्टेटस

हथकरघा उत्पाद अब ई

नई दिल्ली. हथकरघा उत्पादों की बिक्री डिजाइनों के विकल्प बढ़ाने के साथ-साथ कुटिर उद्योग परिसर (सीसीआईई) ने लाइटों से भी कटार कर रहे हैं। हथकरघा हैंडलूम मार्केटिंग परिसर में सीसीआईई प्रदर्शनी का उद्घाटन करने के बाद कहा करीब 1 साल पहले फ्लिपकार्ट के साथ एक और इस पर अपने हथकरघा उत्पादों की बिक्री मिल रहा है। सीसीआईई

More power to the consumer

technology

The Advertising Standards Council of India recently launched its new app, ASCI, for Android phones to help consumers register complaints about misleading ads, straight on their



गुमराह करने वाले विज्ञापनों की शिकायतों के लिए एप

मुंबई। गुमराह करने वाले विज्ञापनों पर अंकुश लगाने की कवायद के तहत भारतीय विज्ञापन मानक परिषद (एएससीआई) ने मोबाइल एप लॉन्च किया है। एप के जरिए भ्रामक विज्ञापन वाले विज्ञापनों की शिकायत कर सकेंगे। एएससीआई ने जारी बयान में कहा है कि एप फिलहाल एंड्रॉयड और आईओएस प्लेटफॉर्म पर है और इसे गूगल प्लेस्टोर और ऐप्पल्स से निःशुल्क डाउनलोड किया जा सकता है। एएससीआई के अध्यक्ष नरेंद्र अम्बवानी ने कहा कि हमारा उद्देश्य लोगों को भ्रामक विज्ञापनों या इससे जुड़ी अन्य शिकायतों के लिए बेहतर सुविधाएं उपलब्ध कराना है। इस दिशा में एएससीआई ऑनलाइन काफी मददगार साबित होगा। वर्तमान में कम्प्यूटर के मुकाबले मोबाइल फोन का इस्तेमाल कहीं अधिक हो रहा है। स्मार्टफोन के बढ़ते इस्तेमाल के मद्देनजर इस ऐप की उपयोगिता बढ़ जाती है। उन्होंने इस ऐप के फीचरों का जिक्र करते हुए कहा कि इसके माध्यम से शिकायत दर्ज करने के साथ ही शिकायतकर्ता विज्ञापन की तस्वीर, वीडियो या यूट्यूब की लिंक अटैच कर सकते हैं। साथ ही शिकायतों के स्टेटस

ASCI ON AN APP

The Advertising Standards Council of India (ASCI) has launched its consumer complaint mobile ASClonline, to provide cons ces on a providing mobile on



भ्रामक विज्ञापनों की शिकायत के लिए आया मोबाइल एप

नई दिल्ली, 17 जून (एजेंसी): भ्रामक विज्ञापनों का नियमन करने वाले संगठन भारतीय विज्ञापन मानक परिषद (ए.एस.सी.आई.) विज्ञापनों के खिलाफ शिकायत करने के लिए मोबाइल एप लॉन्च किया है। एप फिलहाल एंड्रॉयड और आईओएस प्लेटफॉर्म पर है और इसे गूगल प्लेस्टोर और ऐप्पल्स से निःशुल्क डाउनलोड किया जा सकता है। एएससीआई के अध्यक्ष नरेंद्र अम्बवानी ने कहा कि हमारा उद्देश्य लोगों को भ्रामक विज्ञापनों या इससे जुड़ी अन्य शिकायतों के लिए बेहतर सुविधाएं उपलब्ध कराना है। इस दिशा में 'ए.एस.सी.आई. ऑनलाइन' काफी मददगार साबित होगा। वर्तमान में कम्प्यूटर के मुकाबले मोबाइल फोन का इस्तेमाल कहीं अधिक हो रहा है। स्मार्टफोन के बढ़ते इस्तेमाल के मद्देनजर इस ऐप की उपयोगिता बढ़ जाती है। उन्होंने इस ऐप के फीचरों का जिक्र करते हुए कहा कि



Mobile app launched to curb misleading ads

Kolkata

Lodging and tracking complaints against misleading advertisements has become easier courtesy a mobile app launched by the Advertising Standard Council of India (ASCI), a statement said on Wednesday.

Pegged as India's first consumer complaint mobile app, the 'ASClonline' app is currently available on Android and iOS platforms reported IANS.

Narendra Ambwani, ASCI

power of doing transactions in their pocket 'ASClonline



PIC: WWW.MOBILEAPPITUDE.MOBI

ASCI Launches Complaints App against Misleading Ads

MUMBAI In a bid to curb misleadi advertisements, the Advertising Standard Council of India (ASCI) o Wednesday launched a mobile a to facilitate convenient filing of complaints

एएससीआइ ने गुमराह करने वाले विज्ञापनों के खि शिकायत के लिए मोबाइल एप पेश किया

मुंबई, 17 जून(भाषा) । गुमराह करने वाले विज्ञापनों अंकुश लगा ने बुधवार बाइल एप करने होगी। एएससीआ स प्लेटफार्म पर उप एएससीआइ का एक नब्ध कराना है, इसके

विज्ञापने विभ्रान्तिर अभियोग जानाते

निजस्व संवाददाता: विभ्रान्तिकर विज्ञापनेर विरुद्धे अभियोग जानाते मोबाईल-अ्याप निये एल अ्याडभार्टाइजिंग स्ट्याण्डार्ड काउन्सिल अफ इण्डिया (एएससिआई)। अ्याण्ड्रयेड

भ्रामक विज्ञापनों पर अंकुश लगाएगा ऐप

नई दिल्ली। गुमराह करने वाले विज्ञापनों पर अंकुश लगाने के लिए एडवरटाइजिंग स्टैंडर्ड काउंसिल ऑफ इंडिया (एएससीआई) ने भारत का मोबाइल ऐप एएससीआई ऑनलाइन लांच किया सेवाएं मुहैया कराने के

Life At ASCI


The Advertising Standards Council of India
ADVERTISING WITH A CONSCIENCE
Compliance
Training

AMBWANI/ADVERTISING STANDARDS COUNCIL OF INDIA

tal media is ASCI's biggest challenge

mint INTERVIEW

DINA
mint.com

March, the Department
onsumer Affairs and the
ng Standards Council of
(ASCI) will launch a web
Called Grievances against
ding Advertisements or
A, a joint initiative to deal
public complaints against
Narendra Ambwani, chair-
n of ASCI, the non-profit
ganization for self-regulation in
dvertising, believes that while
dvertising is all about creativity,
should also protect the inter-
sts of the consumers. Ambwani
spoke of working towards a more
robust approach to curb mislead-
ing advertisements, the challenge
to be seen as a fair player and
ASCI's plans for 2015. Edited
excerpts:

What can we expect from ASCI this year?

We've chalked out some key
focus areas for this year. For start-
ers, we will continue to improve
our engagement with
agencies

launching a mobile app shortly
to aid the process of making
complaints about misleading
ads. The primary focus continues
to be towards our key stakehold-
ers—consumers who are exposed
to advertising across mediums
like television and print.

In addition, we are increasing
engagement with government
authorities and are looking at
ways that will help protect con-
sumer interest without coming in
the way of creativity.

How are you stepping up the efforts to curb misleading advertising?

We've tried to make the proc-
ess of registering complaints
much easier over the last couple
of years. For instance, we've set
up our own web portal for this
purpose. Consumers can also use
platforms like Facebook and
Twitter to reach out to us or
make these complaints. Consum-
ers are provided with a tracking
number and their complaints are kept
in the

ASCI?

One of the biggest challenges
for us perhaps is the emergence
of new media. At the moment,
there aren't any clear guidelines
for the digital platform. We are
using the same set of guidelines
that apply to print and television.
It's very difficult to monitor
what's happening on this
medium. The online audience is
also very different from your
mainstream medium. Another
big challenge is to be seen as a
fair player among all our stake-
holders—consumer activists,
advertisers and media agencies.

Do advertisers comply and modify their ads if the need arises?

It is a cumbersome process f
advertisers in particular. Ho
ever, we have witnessed an o
90% compliance rate whe
comes to modifying the
What would earlier take 4
days to get modified, now o
in a period of 12 days or so.

How proactive is the government with regard to these initiatives?

What we had noticed was that
a number of consumers would
write in to the ministry of infor-
matio
their
hear
201
su
la
of their
We're
in the
at are

and practices.

Within reach: *Ambwani says ASCI is working towards making its access to consumers better.*



Though the Advertising
Standards Council of I
more stringent in regu
ads now, small advert
continue to flout its co
While the Ministry of I
recently intervened to
ASCI and ensure com
of erring advertisers,
other entities such as
Department of Consu
Affairs are apparentl
favour of governmen
regulation of ads. Sh
the industry be wary
the constituents of
regulation regime li

by SIMRAN SABHERWAL
& SALONI DUTTA

Which treatment
Well, 'if you w
secret to beco
smart', all you
recently, wa
ad for Fairn
w film stars endorsing it. De
Council of India (ASCI)'s i
t telecast and printed in m
The Ministry for Informatio
ordered broadcasters not to

"Now that MIB is actively involved, we feel strengthened": Shweta Purandare, ASCI

The Advertising Standards Council of India (ASCI) has always had the backing of
Broadcasting (MIB). But it has begun to sharpen its claw
requires TV channels to stop broadcasting teleshop
its code.



ith Shweta Purandare, secretary general of ASCI, in her Mumbai office. She
he noose around telemarketers and broadcasters' perks, viewer lethargy



HIGHS

The fag end of the year is a good time to introspect ov
that to come up with the top 5 'Like' and 'Unlike'
advertising. The
ments that made her ha



Taking charge

The Advertising Standards Council of India's (ASCI) guidelines for advertising skin-whitening creams (which have for long been the bane of our existence) call for advertising to not directly or implicitly show people with darker skin in a way that is widely seen as unattractive or unhappy. Good for them!

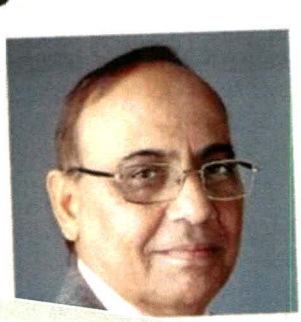
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that violate AS

The Advertising S

'The biggest challenge...': ASCI's Ambw

Shinmin Bali

Since being appointed as the
an last year, Narendra
hairman, ASCI,
g towards
t the crea-
ad. He ex-
do we con-
of



also concerned about how
ads are monitored. There
have been suggestions in the
past about whether there
should

said, "There is need for us to
engage with the sma
local advertisers. Th
not exposed to the c
are reaching out to th

holders,

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dy, ASCI.



MCI backs advertis action against docs

EXPRESS NEWS SERVICE
NEW DELHI, SEPTEMBER 19

and a self-regulator
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vertising practices,
in a statement.
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healthcar
nd clinic
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MCI ha
SCI to re
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ADVERT
ASCI mo
The Adverti
Advertisi
of India (
The Natio

No 'ullu banao-ing' consumers with misleading ads!

Flip through a newspaper or surf the television channels, and you are likely to come across ads which promise weight loss with no effort, shining hair on your bald pate, assured placement on completion of educational

Benadryl, Savlon & Listerine – what's common to all these brands? All of them
Johnson & Johnson

करार

एएससीआई-एमसीआई में मुहिम के तहत मिलाया हाथ

कोई विज्ञापन नहीं कर पाएगा गुमराह

दिल्ली (भाषा)। भारतीय विज्ञापन परिषद (एएससीआई) ने कहा उसे चिकित्सा आचार संहिता , 2002 का उल्लंघन करने डॉक्टरों के खिलाफ कार्रवाई लिए भारतीय चिकित्सा परिषद आई) का साथ मिल रहा है। एससीआई ने एक बयान में अपने पत्र में समिति ने नं वां सुनिश्चि ई के ण्णाल मर्थन ए



- चिकित्सा आचार संहिता नियमन का उल्लंघन करने वाले डॉक्टरों के खिलाफ होगी कार्रवाई

पंजीकृत एलोपैथिक डॉक्टरों की राज्यवार सूची भेजें जिन्होंने उत्पादों या सेवाओं का विज्ञापन किया ताकि उनके खिलाफ उपयुक्त कार्रवाई की जा सके। एमसीआई ने विज्ञापनों में गुमराह करने वाले दावा करने डॉक्टरों का लिए

ADVERTISING

'Fair' play

ASCI sets the record straight on advertising guidelines for skin whitening products

For a market that's obsessed with the notion of fair skin, things may soon be changing. At least with the way these products are advertised. ASCI (the Advertising Standards Council of India), recently issued a set of final guidelines for advertisements on skin whitening products, after seeking industry and public feedback to a draft it had issued earlier.





भ्रामक विज्ञापनों पर एएससीआई को मिला एमसीआई का साथ

पंजीकृत एलोपैथिक डॉक्टरों की राज्यवार सूची भेजें जिन्होंने उत्पादों या सेवाओं का विज्ञापन किया ताकि उनके खिलाफ उपयुक्त कार्रवाई की जा सके। एमसीआई ने विज्ञापनों में गुमराह करने वाले दावा करने डॉक्टरों पर कार्रवाई का प्रस्ताव प्राप्त करने के लिए एमसीआई को 'इंडियन मेडिकल रजिस्ट्री' से संपर्क करने को कहा है।

रुकेगा फर्जीवाड़ा

- गुमराह करने वाले डॉक्टर पर कार्रवाई
- इंडियन मेडिकल रजिस्ट्री से मांगी जानकारी





Several clinicians, companies and hospitals advertise stem cell based therapies that are not clinically proven.

Stem cell clinics unde govt scanne

& LOWS

er the months gone by. And **Pradipti Jayaram** did just moments from the world of branding, marketing and ppy, made her sad; and some made her wonder why?!

Uber's fall from grace

New Delhi's recent Uber driver rape incident and th suspension of the operations of the previously apart from dealing a blow to Uber's reputatic uncomfortable questions for the sector, the why doesn't India have more women-frie to be seen if Uber and the sector, as a wh this one.

tops teleshopping ads CI code

vani

India

according to him. e for a media owner,

जाहिरातबाज डॉक्टरांना डोस

मेडिकल कौन्सिलचे जाहिरात नियामकास आदेश

'आस्की' या जाहिरात नियामकांना विविध तक्रारींमध्ये ओढळले. मेडिकल कौन्सिलच्या नियमानुसार, डॉक्टरांना स्वत:ची जाहिरात करता येत नाही. या नियमांचा भंग करून टीव्ही, वृत्तपत्रे यातून अनेक फसवे दावे करणाऱ्या डॉक्टरांची यादीच 'आस्की'ने मेडिकल कौन्सिलकडे दिली. मेडिकल कौन्सिलने या तक्रारींची दखल घेतली आहे. मेडिकल कौन्सिल ऑफ इंडिया किंवा राज्य मेडिकल कौन्सिलकडे नोंदणीकृत असलेल्या ॲलोपॅथिक डॉक्टरांपैकी कोण कोण अशा सेवा किंवा उत्पादनांच्या जाहिरातीत गुंतले आहेत, त्याची यादी करण्याचे आदेश मेडिकल कौन्सिलने दिले. अशा डॉक्टरांचा तपशील जाणून घेण्यासाठी 'आस्की'ने इंडियन मेडिकल रजिस्ट्रीचा हवाला घ्यावा वे व राज्य मेडिकल कौन्सिलनी त्याचा से

अधिक तपास करावा, असे कौन्सिलने म्हटले आहे. ज्यायोगे वैद्यकीय व्यवसाय वर्तणूक, अनिष्ट प्रथाप्रतिबंधक कायदा, २००२ च्या अन्वये सहा महिन्यात त्यांच्यावर कारवाई करणे शक्य होईल. भोंदू डॉक्टरांच्या जाहिरातींविषयीही 'आस्की'ने पोलिसांकडे तक्रार करावी, असे कौन्सिलने म्हटले आहे.



कौन्सि
मोलाच
दिशाभूल
जाहिरातींपा
करण्यास क
'आस्की'च्या
एक मैलाचा
आहे. वैद्यकीय
प्रतिमा डागाळ
वैद्यकीय नीतिमू
करणाऱ्या डॉक्ट
कारवाई करण्याब
रहावे, असेही कौ
आहे. आरोग्य क्षेत्रा
चालींना आळा घाल
दृष्टीने संस्थेच्या प्रय
पाठबळ दिल्याबद्दल
अध्यक्ष नरेंद्र अंबवानी
आनंद व्यक्त केला.

TISING NEWS

nitors Stem Cell ads

sing Standards Council of India

ng Standards Council ASCI), together with nal Apex Committee

Big Brother is watching you

The Government is engaging with the ad industry watchdog to crac the whip on errant advertisers

PRASAD SANGAMESHWARAN

This is a Government that got elected back of a high-visibility advertisin paign. But even after elections, the ment's interest in advertising is state of decline. Except this time, the pow are concerned about the quality of advertis ages going out from brands to the general In recent times, the Government has a gaged with the advertising industry and try's self-regulatory body, the Advertisin Council of India (ASCI), to crack the whi ust 2014, the Ministry of advisory

ASCI Empowers you with E-Learning

ASCI launches E-Learning program

Posted by Adgully B

"Self-discipline by creators of advertising is one of the top priorities set for the year 2015. We at ASCI are happy to launch this e-learning program, which has culminated as a result of hard work put in by our team over several months. It is a proactive approach that would enable the creators of advertising to get their advertisements "Right the first time". There is a direct and tangible business benefit associated with it, as a trained individual would be able to avoid costly reworks of modifying or pulling down of advertisement by adhering to simple do's and don'ts set out in the code."

Mr. Narendra Ambwani, Chairman - ASCI

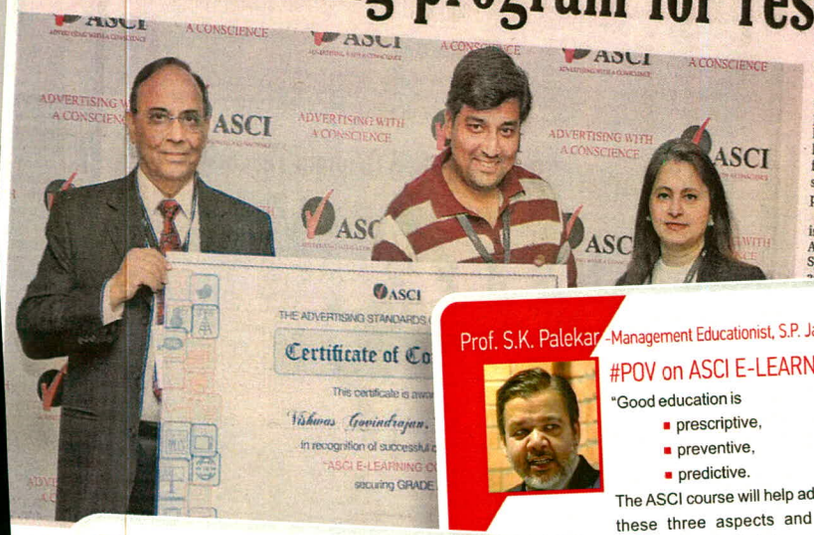
ing Standard Council of India (ASC
self-regulation and to strengthe
ators of advertising launc
line.org/asci-learning.html), an
communication

Nagesh Alai, FCB Ulka Chairman,
#POV on ASCI E-LEARNING.



"ASCI's E-LEARNING portal is a must-d
practical primer for practitioners of advertisin
and clients. Having a thorough understanding
of the ASCI Code and Guidelines and
advertising related laws governing brand
advertisements, in letter and spirit, will help
avoid reputation and money loss to the
advertiser in the event of complaints

An E-Learning program for responsible advertising



The Advertising Standard Council of India (ASCI) in its endeavor to promote self-regulation and to strengthen self-discipline among creators of advertising has launched E-Learning (ascionline.org/asci-learning.html), an online training program for advertisers and communication professionals. It is being offered at a nominal price.

"Self-discipline by creators of advertising," is one of the top priorities set by Narendra Ambwani, Chairman - ASCI for the year 201
Speaking on the launch

in their CV with this additional qualification. ASCI is also offering special discounts to Educational Institutes. Prominent personalities from the field of advertising like Piyush Pandey, R. Balki, Sam Balsara have participated and lent their support to the e-learning modules.

The E-Learning course is designed
eral modules, which tha
as per their
wind

Prof. S.K. Palekar, Management Educationist, S.P. Jain Institute
#POV on ASCI E-LEARNING.

"Good education is
- prescriptive,
- preventive,
- predictive.

The ASCI course will help advertisers in all these three aspects and create right
first place."

E-COURSE
The Advertising Standard Council of India has launched an online training programme for advertiser

"India is the first industry professional who enrolled for the e-learning program and bagged the ASCI e-learning certificate."This is the era of digital technology where advertising bombards every available space. In such an extremely versatile and dynamic medium, self-regulation plays a vital role. If the ad content falls below the regulatory standard set for advertising, it may result in irreparable damage, both to the brand and the company. ASCI e-learning program is a "Must have" tool for every advertising professional" said Vishwas.With digital advertising growth rate going stronger year on year, ASCI e-learning launch is very welcome to educate professionals in self-regulation and for protecting their companies' reputation by "Advertising with a conscience."

Mr. Vishwas Govindarajan, Director, Advertising Operations, Yahoo



ASCI launches E-Learning programme t promote responsible advertising

The online training programme is a proactive approach aime enabling the creators of advertising to get their advertiseme right the first time

BestMediaInfo Bureau | Mumbai | April 15, 2015

ASCI launches e-learning programme o responsible advertising

By indiantelevision.com Team Posted on

MUMBAI: In keeping with A Narendra Ambwani's 2015 v discipline by creators of a Advertising Standard Council of I launched an e-learning training

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 31st March, 2015, 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 Board of Governors is responsible for the matters stated in Section 134(5) of the Companies Act, 2013 ('the Act') with respect to 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 principles generally accepted in India, including the Accounting Standards specified under Section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014. This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring the accuracy and completeness of the accounting records, 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 have taken into account the provisions of the Act, the accounting and auditing standards and matters which are required to be included in the audit report under the provisions of the Act and the Rules made thereunder.

We conducted our audit in accordance with the Standards on Auditing specified under Section 143(10) of the Act. 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 financial control relevant to the Company's preparation of the financial statements that give a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on whether the Company has in place an adequate internal financial controls system over financial reporting and the operating effectiveness of such controls. An audit also includes evaluating the appropriateness of the accounting policies used and the reasonableness of the accounting estimates made by the Company's Directors, 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 on the financial statements.

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, of the state of affairs of the Company as at March 31, 2015, and its surplus 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 (corresponding to Section 8 of the Companies Act 2013), and accordingly the requirements of the Companies (Auditor's Report) Order, 2015 are not applicable.

2. As required by Section 143(3) of the Act, we report that:

   (a) We have sought and 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 aforesaid financial statements comply with the Accounting Standards specified under Section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014.

   (e) On the basis of the written representations received from the directors as on March 31, 2015, taken on record by the Board of Directors, none of the Directors is disqualified as on March 31, 2015 from being appointed as a Director in terms of Section 164 (2) of the Act.

   (f) With respect to the other matters to be included in the Auditors' Report in accordance with Rule 11 of the Companies (Audit and Auditors) Rules, 2014, in our opinion and to the best of our information and according to the explanations given to us:

      i) The Company does not have any pending litigations which would impact its financial position

      ii) The Company did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses.

      iii) There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company.

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

(Lalit Khanna)
Partner
Membership No. 5185

Place : Mumbai
Date : 9th July 2015

BALANCE SHEET AS AT 31ST MARCH 2015

		Note	Year ended 31st March 2015 ₹	Year ended 31st March 2014 ₹
I	**EQUITY AND LIABILITIES**			
	Corpus and Reserves			
	(a) Council's Corpus	2	3,924,680	3,817,180
	(b) Reserves and Surplus	3	60,557,976	50,108,517
			64,482,656	53,925,697
	Non-Current Liabilities			
	(a) Long Term Liabilities	4	450,000	-
	(b) Long term Provisions	5	515,895	418,610
	Current Liabilities			
	(a) Trade Payables	6	2,160,209	76,477
	(b) Other Current Liabilities	7	688,895	553,728
			3,814,999	630,205
	Total		**68,297,655**	**54,974,512**
II	**ASSETS**			
	Non-current Assets			
	(a) Fixed Assets			
	Tangible Assets	8	2,143,324	1,930,113
	(b) Non-current Investments	9	27,500,000	38,800,000
	(c) Long-term Loans and advances	10	1,643,605	414,416
	(d) Other Non-current Assets	11	-	1,000,000
	Current Assets			
	(a) Current Investments	12	18,300,000	5,000,000
	(b) Trade Receivables	13	8,205,713	17,163
	(c) Cash and Cash equivalents	14	8,912,030	6,859,706
	(d) Short term Loans and Advances	15	532,295	475,260
	(e) Other Current Assets	16	1,060,688	477,854
	Total		**68,297,655**	**54,974,512**
III	Notes forming part of the Financial statements	1-23		

As per our report of even date attached

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

(Lalit Khanna)
Partner
Membership No. 5185

Place : Mumbai
Date : 9th July 2015

For and on behalf of the Board of Governors

Narendra Ambwani
Chairman

Members
S. K. Palekar
Partha Rakshit
Arvind Sharma
Shashidhar Sinha

STATEMENT OF INCOME AND EXPENDITURE FOR THE YEAR ENDED 31ST MARCH 2015

		Note	Year ended 31st March 2015 ₹	Year ended 31st March 2014 ₹
I	**Revenue**			
	(a) Revenue from Operations	17	25,270,866	12,041,000
	(b) Other Income	18	5,631,577	4,545,318
	Total Revenue		**30,902,443**	**16,586,318**
II	**Expenses**			
	(a) Employee benefit expenses	19	3,494,426	2,469,721
	(b) Operation and other expenses	20	16,828,346	11,468,416
	(c) Depreciation and Amortization expenses	8	318,081	271,807
	Total Expenses		**20,640,853**	**14,209,944**
	Surplus before exceptional items		10,261,590	2,376,374
	Exceptional item	21	248,614	-
	Surplus for the year		**10,510,204**	**2,376,374**
III	Notes forming part of the Financial statements	1-23		

As per our report of even date attached

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

(Lalit Khanna)
Partner
Membership No. 5185

Place : Mumbai
Date : 9th July 2015

For and on behalf of the Board of Governors

Narendra Ambwani
Chairman

Members
S. K. Palekar
Partha Rakshit
Arvind Sharma
Shashidhar Sinha

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2015

I. Significant Accounting Policies

(a) Basis of preparation

These financial statements have been prepared in accordance with the Generally Accepted Accounting Principles in India ('Indian GAAP') to comply with the Accounting Standards specified under Section 133 of the Companies Act, 2013, read with Rule 7 of the Companies (Accounts) Rules, 2014 and the relevant provisions of the Companies Act, 2013. The financial statements have been prepared under the historical cost convention on accrual basis, except in respect of bonus payment which is accounted on cash basis.

(b) Use of estimates

The preparation of financial statements requires the management of the Company to make estimates and assumptions that affect the reported balances of assets and liabilities and disclosures relating to the contingent liabilities as at the date of the financial statements and reported amounts of income and expense during the year. Future results could differ due to changes in these estimates and the difference between the actual result and the estimates are recognized in the period in which the results are known / materialized.

(c) Fixed assets

Fixed assets are stated at cost, less accumulated depreciation / amortization. Costs include all expenses incurred to bring the asset to its present location and condition.

(d) Depreciation / amortization

Depreciation is calculated on a straight line basis so as to write off the cost of the assets over the useful lives of the assets prescribed under schedule II of the Companies Act 2013. This year there has been a revision in the policy of providing depreciation. Upto 31st March 2014, depreciation used to be provided on the written down value basis at the rates and in the manner prescribed in schedule XIV of the Companies Act 1956. As a result of this change, the depreciation charge for the year ended 31st March 2015 is lower by ₹ 10,279/-, and the effect relating to the period prior to 1st April 2014 is a net credit of ₹ 248,614/- which has been shown as an exceptional item in the statement of Income and Expenditure. The written down value of Fixed Assets whose lives have expired as at 1st April 2014 have been adjusted in the opening balance of statement of Income and Expenditure amounting to ₹ 60,745/-.

(e) Investments

The investments of the Company, both current and noncurrent are unquoted and are stated at cost.

(f) Employee benefits

Gratuity is provided as per the Group Gratuity Scheme of the Life Insurance Corporation of India. Provision for Leave encashment is made on the assumption that all the employees will retire at the end of the financial year. The Council does not have any scheme for payment of Provident Fund or superannuation.

(g) Foreign exchange transactions

The Council does not have any Income in foreign currency. Expenses in foreign currencies are converted at exchange rates prevailing on the date of the transaction. The council does not have any foreign currencies monetary assets and liabilities.

(h) Provisions

Provision is recognized in the accounts when there is a present obligation as a result of past event(s) and it is probable that an outflow of resources will be required to settle the obligation and a reliable estimate can be made. Provisions are not discounted to their present value and are determined based on the best estimate required to settle the obligation at the reporting date. These estimates are reviewed at each reporting date and adjusted to reflect the current best estimates.

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2015 (CONTINUED)

		Year ended 31st March 2015 ₹	Year ended 31st March 2014 ₹
2.	**COUNCIL'S CORPUS**		
	Balance as at the beginning of the year	3,817,180	3,732,180
	Add: Entrance Fees received during the year	107,500	85,000
		3,924,680	**3,817,180**
3	**RESERVES & SURPLUS**		
a)	Accumulation under Section 11(2) of the Income Tax Act.1961		
	As at the beginning of the year	29,201,583	29,593,093
	Less: Transferred to Statement of Income and Expenditure as amount no longer required	9,161,295	5,291,510
		20,040,288	24,301,583
	Accumulated during the year	14,800,000	4,900,000
	As at the end of the year	**34,840,288**	**29,201,583**
b)	Accumulation under Section 11(1)(a) of the Income Tax Act.1961		
	As at the beginning of the year	15,832,608	13,652,692
	Accumulated during the year	4,604,492	2,179,916
		20,437,100	**15,832,608**
c)	Surplus in the statement of Income and Expenditure		
	(i) Opening Balance ..... 5,074,326 Less: Adjustments relating to Fixed Assets 60,745	5,013,581	4,486,358
	(ii) Surplus for the year	10,510,204	2,376,374
	(iii) Transferred from accumulation under section 11 (2) as amount no longer required	9,161,295	5,291,510
		24,685,080	12,154,242
	Less : Appropriations :		
	(a) Accumulation under section 11(2) of the Income tax Act, 1961	14,800,000	4,900,000
	(b) Accumulation under section 11 (1) (a) of the Income tax Act, 1961	4,604,492	2,179,916
		19,404,492	7,079,916
		5,280,588	**5,074,326**
	Total	**60,557,976**	**50,108,517**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2015 (CONTINUED)

		Year ended 31st March 2015 ₹	Year ended 31st March 2014 ₹
4	**LONG-TERM LIABILITES**		
	Security Deposit	450,000	-
		450,000	-
5	**LONG-TERM PROVISIONS**		
	Provision for employee benefits		
	(Being provision for Leave Encashment)	515,895	418,610
		515,895	**418,610**
6.	**TRADE PAYABLES**	**2,160,209**	**76,477**

\

6.1 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 year end under the said Act, have not been given.

7.	**OTHER CURRENT LIABILITIES**		
(a)	Advances received for Membership Subscription	359,500	101,437
(b)	Statutory Liabilities	301,429	385,452
(c)	Other Payables	27,966	66,839
		688,895	**553,728**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2015 (CONTINUED)

8. 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 ₹	Deduction / Adjustments ₹	As at the End of the year ₹	Upto the beginning of the year ₹	For the year ₹	Deduction / Adjustments ₹	Upto the End of the year ₹	As at 31st March 2015 ₹	As at 31st March 2014 ₹
1.	Office Premises	2,213,159	-	-	2,213,159	1,128,774	36,886	280,396	885,264	1,327,895	1,084,385
2.	Computers	966,664	307,953	421,124	853,493	587,968	198,461	397,626	388,803	464,690	378,696
3.	Air Conditioners	104,760	-	38,000	66,760	37,874	13,352	24,522	26,704	40,056	66,886
4.	Office Equipments	322,533	19,470	161,690	180,313	132,815	34,505	101,342	65,978	114,335	189,718
5.	Furniture & Fixtures	450,762	16,000	113,208	353,554	240,334	34,877	118,005	157,206	196,348	210,428
	Current Year Total	**4,057,878**	**343,423**	**734,022**	**3,667,279**	**2,127,765**	**318,081**	**921,891**	**1,523,955**	**2,143,324**	**1,930,113**
	Previous Year Total	3,233,941	823,937	-	4,057,878	1,855,958	271,807	-	2,127,765	1,930,113	1,377,983

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2015 (CONTINUED)

		Year ended 31st March 2015 ₹	Year ended 31st March 2014 ₹
9.	**NON-CURRENT INVESTMENTS**		
(1)	Non Trade Investments (Unquoted at cost)		
	8% Savings (Taxable) Bonds, 2003 with SBI		
a)	1 (Previous year 3) Bonds of ₹ 500,000 each	500,000	1,500,000
b)	4 (Previous year 7) Bonds of ₹ 1,000,000 each	4,000,000	7,000,000
c)	2 (Previous year 3) Bonds of ₹ 1,500,000 each	3,000,000	4,500,000
d)	Nil (Previous year 1) Bond of ₹ 2,500,000 each	-	2,500,000
e)	2 (Previous year 2) Bonds of ₹ 2,000,000 each	4,000,000	4,000,000
		11,500,000	**19,500,000**
(2)	Fixed Deposits with Housing Development Finance Corporation Ltd.		
(a)	9.75% Annual Income Plan - Platinum		
	Nil (Previous year 5) Deposits of ₹ 2,000,000 each	-	10,000,000
(b)	9.40% Annual Income Plan - Platinum		
	Nil (Previous year 1) Deposit of ₹ 1,300,000 each	-	1,300,000
(c)	Nil (Previous year 1) 8% Deposit of		
	Annual Income Plan of ₹ 1,000,000 each	-	1,000,000
(d)	2 (Previous year NIL) 9.50% Deposits of ₹ 1,500,000		
	each of Non Cumulative Plan - Platinum	3,000,000	-
(e)	3 (Previous year 3) 9.15 % Deposit of Annual		
	Income Plan of ₹ 2,000,000/- each	6,000,000	6,000,000
(f)	1 (Previous year 1) 9.25 % Deposit of Annual		
	Income Plan of ₹ 1,000,000/- each	1,000,000	1,000,000
(g)	1 (Previous year NIL) 9.50% Deposit of ₹ 1,000,000 each of		
	Non Cumulative Plan - Platinum	1,000,000	-
(h)	1 (Previous year NIL) 9.35% Deposit of ₹ 1,000,000 each of		
	Non Cumulative Plan - Platinum	1,000,000	-
		12,000,000	**19,300,000**
(3)	Fixed Deposit with L I C Housing Finance Ltd		
	1 (Previous year nil) 9.60 % Deposit of Cumulative Income Plan of ₹ 4,000,000/- each.....	4,000,000	-
		4,000,000	**-**
		27,500,000	**38,800,000**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2015 (CONTINUED)

		Year ended 31st March 2015 ₹	Year ended 31st March 2014 ₹
17	**REVENUE FROM OPERATIONS**		
(a)	Membership Subscription	14,520,166	9,581,000
(b)	Sponsorships fees for Conference	7,900,000	-
(c)	Delegate fees for Conference	1,215,400	-
(d)	Fees and Review charges for complaints	1,635,300	2,460,000
		25,270,866	**12,041,000**
18	**OTHER INCOME**		
(a)	Interest income	4,968,527	4,545,318
(b)	Rent received	150,000	-
(c)	Service tax Recovered	462,000	-
(d)	Miscellaneous .Income	1,200	-
(e)	Sundry credit balances written back	49,850	-
		5,631,577	**4,545,318**
	Interest Income comprises :		
	Interest on Bank deposits	889,226	782,123
	Interest on Investments	4,079,301	3,763,195
		4,968,527	4,545,318
19	**EMPLOYEE BENEFIT EXPENSES**		
	Salaries, Allowances, Bonus and Incentives	2,834,735	2,223,526
	Staff Welfare Expenses	62,909	79,688
	Leave Encashment	173,419	166,507
	Contribution to Group Gratuity Scheme	423,363	-
		3,494,426	**2,469,721**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2015 (CONTINUED)

		Year ended 31st March 2015 ₹	Year ended 31st March 2014 ₹
20	**OPERATION AND OTHER EXPENSES**		
(a)	Legal & Professional Charges (See Note (i) below)	4,291,535	2,381,731
(b)	Conference Expenses	3,924,002	-
(c)	Rent Paid	892,630	117,000
(d)	Honorarium	244,300	760,000
(e)	Printing, Stationery and Xerox Charges	306,712	367,804
(f)	Travelling & Conveyance	1,497,259	1,020,028
(g)	Telephone Charges	115,800	152,871
(h)	Auditor's Remuneration (See Note (ii) below)	43,000	35,000
(i)	Expenses on Monitoring of Advertisements	1,680,000	2,193,179
(j)	Website Expenses	156,504	1,057,394
(k)	ASCI Awareness Expenses	2,109,718	1,690,000
(l)	Irrecoverable amounts written off	16,132	118,490
(m)	Service Tax (See Note (iii) below)	35,492	548,434
(n)	Provision for Doubtful debts	315,763	-
(o)	Miscellaneous Expenses (See Note (iv) below)	1,199,499	1,026,485
		16,828,346	**11,468,416**

Notes:-

(i) Legal and Professional Charges include the following payments to M/s Lalit Khanna & Associates which is the sole proprietorship of Shri Lalit Khanna who is one of the partners of M/s Lalit Khanna & Co., the Auditors of the Council.

(a)	Taxation services	30,000	25,000
(b)	Other services	15,000	7,500

(ii) Auditor's remuneration comprises:-

Audit fees	42,000	35,000
Other services	1,000	-

(iii) Service tax includes :-

(a)	Service tax in respect of earlier years	-	148,941
(b)	Interest and Other Charges	6,948	80,638
(c)	Interest and Other Charges in respect of earlier years	28,544	48,246

(iv) Miscellaneous Expenses include :-

Repairs to Premises (including society outgoings)	343,645	154,301
Repairs to Computers	113,712	233,222
Insurance	-	1,046

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2015 (CONTINUED)

21 The Company has revised the policy of providing depreciation on Fixed Assets effective April 1, 2014. Depreciation is now provided on a straight line basis so as to write off the cost of the assets over the useful lives of the assets prescribed under scheduled II of the Companies Act, 2013. Upto 31st March 2014, depreciation used to be provided on the written down value basis at the rates and in the manner prescribed in scheduled XIV of the Companies Act, 1956. As a result of this change, the depreciation charge for the year ended 31st March 2015 is lower by ₹ 10,279 and the effect relating to the period prior to April 1st, 2014 is a net credit of ₹ **248,614** shown as an "Exceptional item" in the Statement of Profit and Loss. The written down value of Fixed Assets whose lives have expired as at 1st April, 2014 have been adjusted in the opening balance of Statement of Income and Expenditure amounting to ₹ 60,745.

		Year ended 31st March 2015 ₹	Year ended 31st March 2014 ₹
22	Foreign Currency Earnings and Expenditure		
	(a) Foreign Currency Earnings	-	-
	(b) Foreign Currency Expenditure ..... (Expenditure towards Membership fees of European Advertising Standards Alliance)	111,025	112,984

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

Signatures to Notes 1 to 23

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

(Lalit Khanna)
Partner
Membership No. 5185

Place : Mumbai
Date : 9th July 2015

For and on behalf of the Board of Governors

Narendra Ambwani
Chairman

Members
S. K. Palekar
Partha Rakshit
Arvind Sharma
Shashidhar Sinha

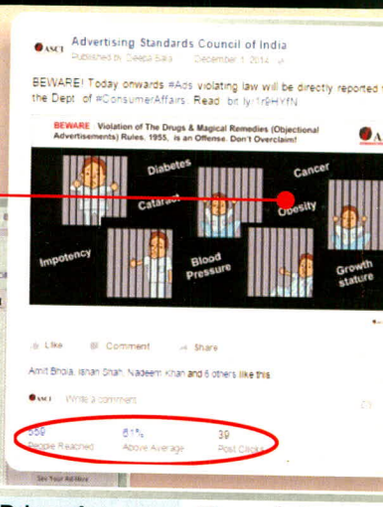
ASCI Social Media Impact

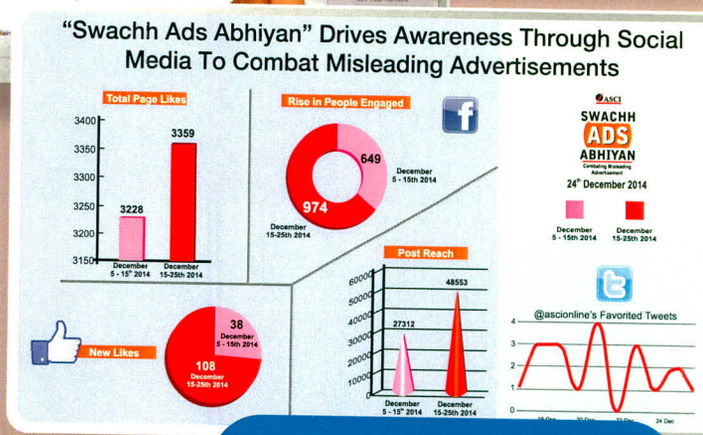
Facebook

A substantial **168%** increase from 2,224 to 5,982 over last year

A whopping increase in no. of stories created (Shares)
from 3K to 30K by 26K users as compared to only 2.5K users last year









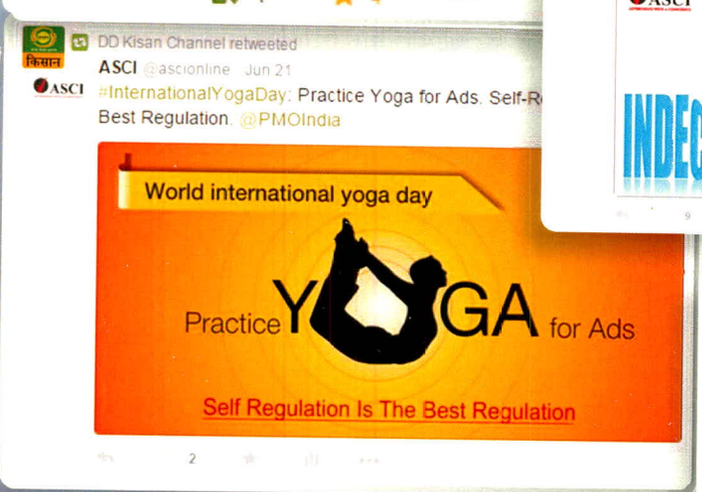


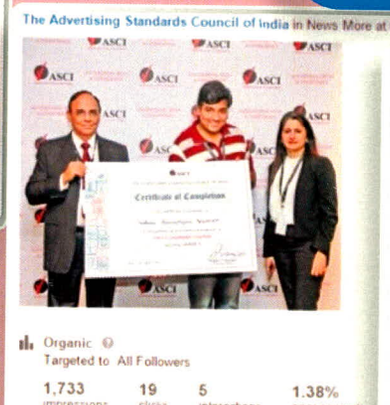
Twitter

Impressions - 5.9L

Profile Visits - 17,559
49.78% increase

Mentions – 988
68% increase







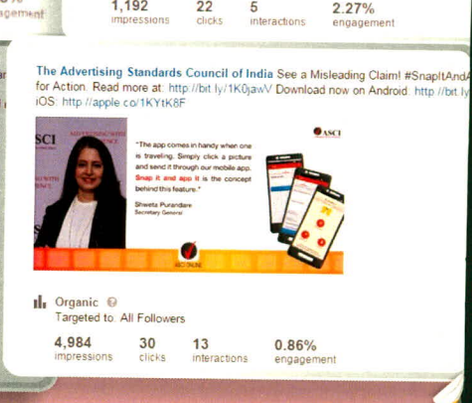
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Magnificent growth
Followers – From 35 to730 followers - **20 times increase** in no. of followers.

Page Views - **2410** no. of **161%** increase

Post Reach - 94,315





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