

The Advertising Standards Council Of India

30th Report & Accounts of 2015-16

Self-Regulation is
the Best Regulation

ASCI Launched +91 77100 12345





BIZ BRIEFS

Complaints against ads via WhatsApp

New Delhi: Consumers can now file complaints against misleading commercials by companies to ad



Now, complain to ASCI about ads on WhatsApp

s can now notify and complain ising Standard Council of In

Pitch Report

ASCI to Accept Complaints through WhatsApp Against Objectionable Ads

KOLKATA The Advertising Standards Council of India is going to connect with consumers and curb

reports W the adver for cons pictures websites these co

भ्रामक विज्ञापनों के खिलाफ अब शिकायत व्हाट्सएप पर

नई दिल्ली, 10 मार्च (एजेंसी): उपभोक्ता अब कम्पनियों के भ्रामक विज्ञापनों के खिलाफ व्हाट्सएप पर विज्ञापन क्षेत्र के नियामक ए.एस.सी.आई. से शिकायत दर्ज करा सकते हैं।



भारतीय विज्ञापन मानक परिषद (ए.एस.सी.आई.) ने उपभोक्ताओं की सुविधा के लिए आपत्तिजनक विज्ञापनों पर अपनी शिकायत कर सकते हैं।

परिषद ने एक बयान में कहा कि उपभोक्ता पिट विज्ञापन, होर्डिंग, पैकेजिंग या वेबसाइट के स्क्रीन शॉट्स की तस्वीरें, यू-ट्यूब वीडियो के लिंक्स भेज सकते हैं और ए.एस.सी.आई. की

MISLEADING ADS?

FILE COMPLAINT VIA WHATSAPP

Consumers can now file complaints agains commercials by companies to advertising Advertising Standards Council of India thr WhatsApp to +91 77-100-12345. PTI

world consumer rights day

विज्ञापन फ्रॉड लगे तो मोबाइल है ना



Spot Bad Ad? Snap & WhatsApp +91 77100 12345

18 बात पते की

भ्रामक विज्ञापनों पर एएससीआई ने की कार्रवाई

4-जी के खर्चे पर उठाए सवाल



अभद्र विज्ञापनों पर एएससीआई सख्त

देवांशु मणि तिवारी

आजकल दुनिया एक बड़ा न चुकी है, जिसपर बड़ी- डवर्टाइजर्स को अपनी के लिए इस्तेमाल करती

फसव्या जाहिरातींना चाप बसणार!

एएससीआयचे व्हॉट्सॲपवर तक्रार करण्याचे आवा

ASCI's WhatsApp number (+91 77100 12345) proves to be a success within th months of launch

Pune numb on 10 Cons almo able Spea

भ्रामक विज्ञापनों के खिलाफ अब शिकायत व्हाटसएप पर

नई दिल्ली, उपभोक्ता अब विज्ञापनों के खि

#ASCIinNews Spot #BadAd? #SnapAndWhatsApp 07100 12345 http://bit.ly/1nzBpS6

The Economic Times



Advertising Standard Council of India reaches out to consumers to lodge complains | ET Retail

Benoy Roychowdbury, ASCI Chairman said the initiative will empower consumers

RETAIL.ECONOMICTIMES.INDIATIMES.COM | BY WWW.ETRETAIL.COM

அதிகரிக்கும் தவறான விளம்பரங்கள் அரசுக்கு குவியும் புகார்கள்

புதுடில்லி, மார்ச் 21- தவறான விளம்பரங்கள் குறித்து கண்காணிக்க, மத்திய அரசு நிய மித்து உள்ள அமைப்பிற்கு, 1,000க்கும் மேற்பட்ட புகார்கள் வந்துள்ளன. மக்களைக் கவரும் வகையில், பலவிதமான விளம்

CONTENTS

Board of Governors 2

Consumer Complaints Council Members 4

Board Members Attendance 7

CCC Members Attendance 8

Board of Governors - Tenure Since Inception 9

CCC Members - Tenure Since Inception 10

List of Members 11

Directors' Report 19

Form No. MGT-9 22

Management Discussion and Analysis Report 28

Independent Auditors' Report 33

Balance Sheet 37

Statement of Income & Expenditure 38

Annexures 39

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



Mr. Srinivasan K. Swamy
Vice Chairman (ASCI)
Chairman & Managing Director
R.K. Swamy BBDO P. Ltd.



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



Mr. Narendra Ambwani
Director
Agro Tech Foods Ltd.



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



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



Mr. Sunil Lulla
Chairman & Managing Director
Grey Worldwide India P. Ltd



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



Mr. N.S. Rajan
Managing Director
Ketchum Sampark P. Ltd.



Mr. Al Rajwani
Managing Director & Chief Executive
Procter & Gamble Hygiene and
Health Care Ltd.



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



Mr. Arunabh Das Sharma
President
Bennett Coleman & Co Ltd



Mr. D. Shivakumar
Chairman & CEO
PepsiCo Holding (I) P. Ltd.



Mr. Prashant Singh
Managing Director
Nielsen (India) P. Ltd.



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



Mr. I. Venkat
Director
Eenadu

CONSUMER COMPLAINTS COUNCIL MEMBERS



Mr. Nagesh Alai
Chairman
FCBUlka Group, Mumbai



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



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



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



Dr. Narendra Bhatt
Ayurvedic Consultant &
Researcher, Mumbai



Ms. Sucheta Dalal (b)
Consulting Editor
Money Life Magazine, Mumbai



Mr. Ajay Dang (c)
Head of Marketing -
Homecare & Media
Godrej Consumer Products Ltd.



Ms. Lynn de Souza (d)
Founder
Environmental Activist, Mumbai



Mr. Jehangir Gai
Senior Journalist/Consumer Activist,
Mumbai



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



Prof. Atanu Ghosh
Professor
Shailesh J Mehta School of
Management, IIT Bombay, Mumbai



Mr. Satyaki Ghosh (e)
Director - Consumer Product
Division
L'Oreal India P. Ltd., Mumbai



Ms. Ketaki Gupte (f)
Founder Partner
Reflexion Inc. Mumbai



Mr. Paritosh Joshi (g)
Director
Provocateur, Mumbai



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

(a) resigned 09/2015
(b) resigned 03/2016
(c) w.e.f. 05/2015
(d) w.e.f. 05/2015
resigned 07/2015
(e) w.e.f. 10/2015
(f) w.e.f. 05/2015
(g) resigned 07/2015



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



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



Ms. Manisha Kapoor (i)
Consultant
Future Brands Ltd., Mumbai



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



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



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



Ms. Meenakshi Menon (j)
Founder & Chairperson of
Spatial Access P. Ltd &
Co-Founder of Social Access
Communication P. Ltd., Mumbai



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



Prof. Suresh Misra (k)
Chair Professor(Consumer Affairs)
and Coordinator, Centre for
Consumer Studies, IIPA,
New Delhi



Ms. Hephzibah Pathak
President
Ogilvy & Mather,
Mumbai



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



Ms. Aarti Rele (l)
Vice - President Innovation &
Research & Development
Ruchi Soya Industries Ltd.,
Mumbai



Mr. Anant Rangaswami (m)
Editor of Storyboard, CNBC-TV18,
Mumbai



Mr. Sameer Satpathy (n)
EVP Marketing
Marico Ltd., Mumbai



Ms. Anuradha Sengupta (o)
Broadcast Journalist,
Mumbai

(h)	resigned	11/2015
(i)	w.e.f.	05/2015
(j)	w.e.f.	02/2016
(k)	w.e.f.	05/2015
	resigned	07/2015
(l)	w.e.f.	09/2015
(m)	w.e.f.	05/2015
	resigned	07/2015
(n)	resigned	09/2015
(o)	resigned	02/2016



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



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



Mr. Suman Srivastava (q)
Founder & Innovation Artist
Marketing Unplugged, Mumbai



Ms. Tista Sen (r)
National Creative Director & Senior Vice President
J. Walter Thompson, Mumbai



Ms. Monica Tata (s)
Managing Director
HBO India, Mumbai



Ms. P. N. Vasanti
Director CMS, New Delhi



Ms. Gayatri Yadav (t)
Executive Vice President - Marketing & Comms
Star India Pvt. Ltd., Mumbai

(p)	retired	12/2015
(q)	w.e.f.	03/2015
	resigned	09/2015
(r)	w.e.f.	01/2016
(s)	resigned	07/2015
(t)	w.e.f.	05/2015

BOARD MEMBERS ATTENDANCE

Attendance of the members of the Board of Governors of The Advertising Standards Council of India at Board Meetings from 339th meeting held on May 14th, 2015 to the 350th meeting held on March 10th, 2016 (12 Meetings held)

Name of Member		Meeting Applicable	Meeting Attended
Mr. Benoy Roychowdhury		12	8
Mr. Narendra Ambwani		12	8
Mr. Rajan Anandan		12	0
Mr. Dilip Cherian	(a)	3	2
Mr. Paritosh Joshi	(b)	4	3
Mr. Subhash Kamath		12	4
Mr. Shantanu Khosla	(c)	3	0
Mr. Sunil Lulla	(d)	9	3
Prof. S.K. Palekar		12	8
Mr. N.S. Rajan	(e)	1	1
Mr. Al Rajwani	(f)	9	2
Mr. Partha Rakshit	(g)	3	2
Ms. Prema Sagar	(h)	6	1
Ms. Abanti Sankaranarayanan		12	5
Mr. Arvind Sharma	(i)	3	2
Mr. Arunabh Das Sharma		12	4
Mr. D. Shivakumar	(j)	11	2
Mr. Prashant Singh	(k)	1	1
Mr. Samir Singh		12	3
Mr. Shashidhar Sinha		12	7
Mr. Srinivasan K. Swamy		12	7
Mr. I. Venkat		12	5

(a)	retired	07/2015	(g)	retired	07/2015
(b)	w.e.f.	08/2015	(h)	w.e.f.	08/2015
	resigned	11/2015		resigned	01/2016
(c)	retired	07/2015	(I)	retired	07/2015
(d)	w.e.f.	08/2015	(j)	w.e.f.	06/2015
(e)	w.e.f.	03/2016	(k)	w.e.f.	01/2016
(f)	w.e.f.	08/2015			

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 2015 to March 2016 (49 meetings held).

Name of Member		Meeting Applicable	Meeting Attended
Mr. Nagesh Alai		25	21
Mr. Ganesh Bangalore	(a)	10	1
Prof. Jayesh Bellare		25	19
Prof. Sunil Bhagwat		25	16
Dr. Narendra Bhatt		24	12
Ms. Sucheta Dalal	(b)	24	17
Mr. Ajay Dang	(c)	23	9
Ms. Lynn De Souza	(d)	4	1
Mr. Jehangir Gai		24	21
Mr. Vishwas Govindrajan		24	8
Prof. Atanu Ghosh		25	15
Mr. Satyaki Ghosh	(e)	12	4
Ms. Ketaki Gupte	(f)	15	11
Mr. Paritosh Joshi	(g)	8	6
Mr. Prem Kamath		24	15
Ms. Sangeeta Kapila	(h)	16	0
Ms. Aazmeen Kasad		25	19
Ms. Manisha Kapoor	(i)	23	11
Ms. Mrinalini Kher		25	22
Dr. Vaibhav Kulkarni		25	6
Mr. Arvind Mahajan		24	16
Ms. Meenakshi Menon	(j)	4	2
Mr. Bejon Misra		25	16
Prof. Suresh Misra	(k)	5	0
Ms. Hephzibah Pathak		24	11
Dr. Suhas Pingle		25	18
Ms. Aarti Rele	(l)	13	9
Mr. Anant Rangaswami	(m)	5	1
Mr. Sameer Satpathy	(n)	11	3
Ms. Anuradha Sengupta	(o)	20	13
Mr. S. V. Sista		25	23
Mr. Umesh Shrikhande	(p)	18	6
Mr. Suman Srivastava	(q)	11	2
Ms. Tista Sen	(r)	6	1
Ms. Monica Tata	(s)	6	3
Ms. P. N. Vasanti		24	12
Ms. Gayatri Yadav	(t)	23	8

(a)	resigned	09/2015	(h)	resigned	11/2015	(n)	resigned	09/2015
(b)	resigned	03/2016	(I)	w.e.f.	05/2015	(o)	resigned	02/2016
(c)	w.e.f.	05/2015	(j)	w.e.f.	02/2016	(p)	retired	12/2015
(d)	w.e.f.	05/2015	(k)	w.e.f.	05/2015	(q)	w.e.f.	03/2015
	resigned	07/2015		resigned	07/2015		resigned	09/2015
(e)	w.e.f.	10/2015	(l)	w.e.f.	09/2015	(r)	w.e.f.	01/2016
(f)	w.e.f.	05/2015	(m)	w.e.f.	05/2015	(s)	resigned	07/2015
(g)	resigned	07/2015		resigned	07/2015	(t)	w.e.f.	05/2015

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	-	7/15
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
Joshi Paritosh	8/15	-	11/15
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	-	9/99
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	-	7/15
Kurian K.	10/85	-	6/88
Krishnan G.	1/03	-	9/11
Lulla Sunil	10/11	-	7/14
– do –	8/15	-	
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
Rajan N.S.	3/16	-	
Rajwani Al	8/15	-	
Rakshit Goutam	9/95	-	9/98
– do –	3/99	-	9/05
Rakshit Partha	7/05	-	7/15
Roychowdhury Benoy	2/11	-	
Sagar Prema	8/15	-	1/16
Sakhuja Vikram	12/08	-	1/13
Saldanha Conrad	9/99	-	6/01
Sankaranarayanan 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	-	7/15
Sharma Arunabh Das	9/14	-	
Sheopuri R.C.	9/90	-	9/94
Shivakumar D.	6/15	-	
Shourie Deepak	9/97	-	9/99
Singh Jayant	9/13	-	3/15
Singh Prashant	3/16	-	
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

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

Agarwal Rajiv	9/90	-	7/95
– do –	7/99	-	12/01
– do –	2/02	-	12/02
Agarwal Sharda	7/04	-	2/05
– do –	6/13	-	12/14
Alai Nagesh	11/12	-	
Ambwani Narendra	6/13	-	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	-	9/15
Balsara Farokh	4/05	-	10/06
Balsara Sam	9/99	-	9/2000
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	-	3/16
Dang Ajay	5/15	-	
Dasgupta A.	12/93	-	7/95
Das Gurcharan	10/85	-	4/88
Das Bhaskar	9/06	-	9/07
Deshpande Anuradha	10/04	-	11/09
de Souza Lynn	5/15	-	7/15
D'Monte Darryl	12/99	-	11/09
Dube Rajiv	9/09	-	9/10
Gai Jehangir	1/14	-	
Ghosal Subash	10/85	-	4/88
Ghosh Atanu	2/15	-	
Ghosh Satyaki	10/15	-	
Gonsalves Camille	12/02	-	5/05
Govindrajan Vishwas	5/14	-	
Gupte Ketaki	5/15	-	
Halve Anand	9/96	-	12/97
Jain Harish	5/87	-	4/88
Jain Urmila	9/2000	-	9/01
Jayaraman N.	1/92	-	4/99
Jhawer P.K.	7/86	-	8/96
Joshi Paritosh	1/06	-	7/15
Kamath Madhukar	9/07	-	9/08
Kamath M.V.	10/85	-	9/95
Kamath Prem	6/08	-	
Kant Ravi	5/02	-	9/02
Kapadia Bharat	9/98	-	9/99
Kapila Sangeeta	4/08	-	11/15
Kapoor Manisha	5/15	-	
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	-	9/13
Mehta Bansi	10/85	-	9/94
Memon Ayaz	4/02	-	3/04
Menon Meenakshi	2/16	-	
Misra Bejon	1/10	-	
Misra Suresh	5/15	-	7/15
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	-	9/98
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	9/13	-	9/14
Ramachandran Anita	11/06	-	4/08
Ramakrishnan R.	12/03	-	11/13
Rangaswami Anant	5/15	-	7/15
Rao B.V.	6/2000	-	5/01
Rele Aarti	9/15	-	
Roy Protap	7/88	-	8/89
Rodrigues Angela	10/96	-	9/06
Sabnavis Madhukar	10/02	-	10/10
Samuel Derrick	9/01	-	4/02
Sankaranarayanan Abanti	9/15	-	
Sane Ramesh T	3/14	-	12/14
Sardesai Nandini	4/04	-	3/14
Sayani Ameen	10/85	-	8/89
Satpathy Sameer	4/13	-	9/15
Sehgal Bittu	6/13	-	1/14
Sehgal Ram	7/05	-	11/05
Sen Tista	1/16	-	
Sengupta Anuradha	6/13	-	2/16
Shah Sumedh	10/02	-	9/12
Sharma Arvind	9/11	-	9/12
Sharma Kalpana	1/10	-	12/11
Shenoy A.R.	12/05	-	11/13
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	-	9/97
Shrikhande Umesh	1/06	-	12/15
Srinath Ingrid	11/02	-	3/08
Srivastava Suman	3/15	-	9/15
Sukthankar Usha	11/92	-	11/02
Swamy R.K.	10/85	-	4/88
Swamy Srinivasan	9/15	-	
Tarneja Ram	10/87	-	4/88
Tata Monica	6/13	-	7/15
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
Yadav Gayatri	5/15	-	

LIST OF MEMBERS - AS ON MARCH 31ST 2016

CATEGORY A- ADVERTISERS

1. Abbott Healthcare P. Ltd.
2. ACC Ltd.
3. Adani Wilmar Ltd.
4. Agro Tech Foods Ltd.
5. Air India Ltd.
6. Akbarallys
7. Allied Blenders & Distillers P. Ltd.
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
15. Bacardi India P. Ltd.
16. Bajaj Auto Ltd.
17. Bajaj Corp Ltd.
18. Bajaj Electricals Ltd.
19. Ban Labs P. 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 Healthcare Ltd.
28. Castrol India Ltd.
29. Ceat Ltd.
30. Cipla Health Ltd.
31. Citibank N.A.
32. Coca-Cola India P. Ltd.
33. Colgate-Palmolive (India) Ltd.
34. Colorbar Cosmetics P. Ltd.
35. Dabur India Ltd.
36. Dalmia Continental P. Ltd.
37. Dharampal Satyapal Ltd.
38. Diageo India P. Ltd.
39. Elica PB India P. Ltd.
40. Emami Ltd.
41. Eureka Forbes Ltd.
42. Exide Life Insurance Co. Ltd.
43. Ferrero India P. Ltd.

44. Ford India P. Ltd.
45. G.M. Pens International P. Ltd.
46. General Mills India P. Ltd.
47. General Motors India P. Ltd.
48. GlaxoSmithKline Consumer Healthcare Ltd.
49. GlaxoSmithKline Pharmaceuticals Ltd.
50. Global Consumer Products P. Ltd.
51. Godfrey Phillips (I) Ltd.
52. Godrej & Boyce Mfg. Co. Ltd.
53. Godrej Consumer Products Ltd.
54. Gujarat Co-operative Milk Marketing Federation Ltd.
55. Gujarat Tea Processors & Packers Ltd.
56. Housing Development Finance Corporation Ltd.
57. Hardcastle Restaurants Pvt. Ltd.
58. Hawkins Cookers Ltd.
59. HCL Technologies Ltd.
60. HDFC Bank Ltd.
61. Heinz India P. Ltd.
62. Hero MotoCorp Ltd.
63. Hindalco Industries Ltd.
64. Hindustan Pencils P. Ltd.
65. Hindustan Unilever Ltd.
66. Honda Motorcycle & Scooter India P. Ltd.
67. Honda Siel Power Products Ltd.
68. Hygienic Research Institute P. Ltd.
69. ICICI Bank Ltd.
70. ICICI Prudential Life Insurance Co. Ltd.
71. IDBI Bank Ltd.
72. INBISCO India P. Ltd.
73. Indian Oil Corporation Ltd.
74. Indofil Industries Ltd.
75. ITC Limited
76. J.G. Hosiery P. Ltd.
77. J.K. Helene Curtis Ltd.
78. J.K. Tyre & Industries Ltd.
79. Jet Airways (India) Ltd.
80. Johnson & Johnson Ltd.
81. Jyothy Laboratories Ltd.
82. Kamdhenu Ispat Ltd.
83. Kansai Nerolac Paints Ltd.
84. Kellogg India P. Ltd.
85. Keya Seth's Ayurvedic Solution
86. Kimberly-Clark Lever P. Ltd.
87. Kokuyo Camlin Ltd.
88. Kotak Mahindra Bank Ltd.

89. Leeford Cosmocare
90. Life Insurance Corporation of India
91. Lodha Developers P. Ltd.
92. L'OREAL India P. Ltd.
93. Madura Fashion & Lifestyle
94. Magicbricks Realty Services Ltd.
95. Mahindra & Mahindra Ltd.
96. Marico Ltd.
97. Maruti Suzuki India Ltd.
98. Max Bupa Health Insurance Co. Ltd.
99. Max Life Insurance Co. Ltd.
100. McNROE Consumer Products P. Ltd.
101. Merck Ltd.
102. Micromax Informatics Ltd.
103. Microsoft Corporation (India) P. Ltd.
104. Modi Naturals Ltd.
105. Mondelez India Foods P. Ltd.
106. MRF Ltd.
107. MTR Foods P. Ltd.
108. Multani Pharmaceuticals Ltd.
109. Naaptol Online Shopping P. Ltd.
110. Nestle India Ltd.
111. Nirma Ltd.
112. Nivea India P. Ltd.
113. Parle Biscuits P. Ltd.
114. PepsiCo India Holdings P. Ltd.
115. Perfetti Van Melle India P. Ltd.
116. Pernod Ricard India P. Ltd.
117. Pfizer Ltd.
118. Philips India Ltd.
119. Piaggio Vehicles P. Ltd.
120. Piramal Enterprises Ltd.
121. Polycab Wires P. Ltd.
122. Prem Henna P. Ltd.
123. Procter & Gamble Hygiene & Health Care Ltd.
124. Racold Thermo Ltd.
125. Ratnasagar Herbals P. Ltd.
126. Reckitt Benckiser Healthcare India Ltd.
127. Reckitt Benckiser India P. Ltd.
128. Red Bull India P. Ltd.
129. Reliance Industries Ltd.
130. RSPL Ltd.
131. Ruchi Soya Industries Ltd.
132. S.C. Johnson Products P. Ltd.
133. Sanjeevan Netralaya

134. Sat Kartar Shopping P. Ltd.
135. SBS Biotech - Unit II
136. Sistema Shyam Teleservices Ltd.
137. Tata Chemicals Ltd.
138. Tata Consultancy Services Ltd.
139. Tata Global Beverages Ltd.
140. Tata Motors Ltd.
141. Tata Services Ltd.
142. Tata Steel
143. Tele Trade Shopping Sky Shop
144. The Himalaya Drug Company
145. The Hongkong & Shanghai Banking Corporation Ltd.
146. The Ramco Cements Ltd.
147. Thomas Cook India Ltd.
148. Titan Company Ltd
149. Total Oil India P. Ltd.
150. Triumphant Institute of Management Education P. Ltd.
151. TTK Healthcare Ltd.
152. TTK Prestige Ltd.
153. TVS Motors Company Ltd.
154. United Biscuits P. Ltd.
155. United Spirits Ltd.
156. Valkhades Ayurvedic P. Ltd.
157. VIP Industries Ltd.
158. VLCC Health Care 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. YES Bank Ltd.

CATEGORY B - MEDIA ORGANIZATION

1. Adsert Web Solutions P. Ltd.
2. Amar Ujala Publications Ltd.
3. Bennett Coleman & Co. Ltd.
4. Blitz Multimedia P. Ltd.
5. Business Broadcast News P. Ltd.
6. Business India Publications
7. Business Standard Ltd.
8. Chitralekha
9. Dainik Bhaskar Group

10. Diligent Media Corporation Ltd.
11. Discovery Communications India
12. Disney Broadcasting (India) Ltd.
13. Divya Broadcasting Network P. Ltd.
14. Eenadu
15. Entertainment Network (India) Ltd.
16. F7 Broadcast P. Ltd.
17. Google India P. Ltd.
18. Hari Bhoomi Communications 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. Neo Sports Broadcast P. Ltd.
26. Neutral Publishing House Ltd.
27. Outlook Publishing India P. Ltd.
28. Radio Mango
29. Rajasthan Patrika P. Ltd.
30. Reliance Big Broadcasting P. Ltd.
31. Reliance Broadcast Network Ltd.
32. Sakal Papers Ltd.
33. Sharma Electronics
34. Sony Pictures Networks India P. Ltd.
35. Star India P. Ltd.
36. Tata Sky Ltd.
37. The Bombay Samachar P. Ltd.
38. The Mathrubhumi Printing & Publishing Co. Ltd.
39. The Printer (Mysore) Ltd.
40. Times Global Broadcasting Co. Ltd.
41. Turner International India P. Ltd.
42. TV18 Broadcast Ltd.
43. Viacom18 Media P. Ltd.
44. Yahoo India P. Ltd.
45. Zee Entertainment Enterprises Ltd.

CATEGORY C - ADVERTISING AGENCIES

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

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

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

100. The Brand Fibre
101. The Flagship Advertising P. Ltd.
102. Touchstone Advertising & Marketing Services
103. Triton Communications P. Ltd.
104. Venturers Advertising P. Ltd.
105. Vermillion Communication P. Ltd.
106. Viewpoint Advertising Agency
107. XEBEC Communications P. Ltd.

CATEGORY D - ALLIED PROFESSIONS

1. Bharat V. Patel
2. Brandscapes Consultancy P. Ltd.
3. Captions Outdoor Advertising
4. CESC Ltd.
5. Confederation of Indian Alcoholic Beverage Companies
6. Dorab R. Sopariwala
7. Flarepath Solutions P. Ltd.
8. Future Brands Ltd.
9. Genesis Burson-Marsteller
10. Highlight Films P. Ltd.
11. IBS Business School
12. Institute of Hotel Cargo & Tourisum Management
13. IMS Learning Resources P. Ltd.
14. Ketchum Sampark P. Ltd.
15. Marketing Unplugged
16. Mudra Institute of Communications
17. Nielsen (India) P. Ltd.
18. Partha Rakshit Associates
19. Paul Media Promoters
20. Perfect Relations P. Ltd.
21. Provocateur
22. Roger Pereira Communications P. Ltd.
23. S.P. Jain Institute of Management & Research
24. Sayani Radiotel Advertising
25. Steve Cragg Advertising P. Ltd.
26. The Tobacco Institute of India
27. Unique Blocks



ASCI in News

Big brands under ASCI lens for misleading ad campaigns

PTI NEW DELHI

Advertising industry watchdog ASCI (Advertising Standards Council of India) upheld complaints against 82 campaigns in June for misleading ads, including those of Vodafone, L'Oreal, Fortis Healthcare and Pernod Ricard.

According to the Customer Complaints Council (CCC) of ASCI, it has upheld 26 complaints of misleading ads from personal and healthcare category, followed by education category with 22 ads.

फ्लिपकार्ट, स्नॅपडीलची ई-फसवणूक

अॅडव्हर्टायझिंग स्टॅंडर्ड काउन्सिल ऑफ इंडियाकडे ग्राहकांच्या तक्रारी

10 WAYS TO SPOT A 'BAD AD' (AND REPORT IT)

By Shweta Purandare

We all interact with advertising on a daily basis. It is a truly wonderful thing because it informs you about the range of products and services available, and gives you the right to choose. However, it is also seen that needs and desires for a product have been influenced and manipulated directly or indirectly by advertisements. Hence, the content an ad carries becomes of prime importance. Unfortunately, in midst of some great advertising, there are still some ads which erode the trust of consumers by making dishonest, unsubstantiated or misleading claims. Consumers can play a strong role...

MEDIA

BENOY ROYCHOWDHURY

CHAIRMAN, Advertising Standards Council of India

In the news because: Elected as chairman of ASCI

'Ups' of 2015

In June, ASCI launched a mobile app that lets consumers flag complaints against objectionable advertisements by clicking a picture and sending it to ASCI. We also launched its e-learning program 'learning.ascionline.org' for advertisers, communication professionals and management students.

To promote the spirit of self-regulation among the creators of ads, ASCI organised a festival of debates (Creativity for Goodness' Sake) which saw the participation of Sir John Hegarty (BBH), Marc Mathieu (Ex-Unilever), Shantanu Khosla (Ex-P&G) and Rajkumar Hirani (filmmaker).

This year, the Department of Consumer Affairs (DoCA) appointed ASCI as its 'Executive Arm' to curb misleading advertisements by processing incoming complaints on DoCA's newly-launched web portal Grievances Against Misleading Advertisements (gama.gov.in).

'Downs' of 2015

The biggest challenge for ASCI has been our failure to curb a few of the highly objectionable telemarketing commercials. This will continue to be a menace in 2016. We really need the industry to come together to stop this.

Agenda for 2016

It is important to educate marketers and creative teams about the legitimate advertising code. Next in the list is accessibility. We are constantly working towards upgrading our processes and making ourselves more accessible to consumers.

While ASCI is well known among corporates and the advertising community, we still need to make ourselves better known to lay consumers. Communication, therefore, is a major objective for ASCI in the...

Describe the year gone by in one word

'EXHILARATING'

Education ads flunk accuracy test

UNDER THE SCANNER

जाहिरातींसाठी स्वयंनियमन महत्त्वाचे

जाहिरातींवर लक्ष ठेवण्यासाठी तीस वर्षांपूर्वी अॅडव्हर्टायझिंग स्टॅंडर्ड कौन्सिल ऑफ इंडिया या संस्थेची स्थापना झाली. जाहिरातदार आणि कंपन्या यांच्यावर नियमांचा वचक ठेवण्याचा बडगा सतत उगारण्यापेक्षा स्वयंनियमन रुजवण्याकडे अॅस्कीचा कल आहे. त्या अनुषंगाने अॅस्कीच्या सरचिटणीस श्वेता पुरंदरे यांच्याशी केलेली बातचीत...

ADVERTISING WATCHDOG CRACKS DOWN ON COACHING INSTITUTES

LIES, DAMNED LIES, AND COACHING CLASS ADS

Advertising watchdog ASCI has upheld 67 complaints

LEADING BRANDS RAPPED FOR AD FAULTS & FUDGES

HEALTH & PERSONAL CARE | FOOD & BEVERAGES | E-COMMERCE | AUTO

LG Electronics, HUL, Carlsberg India & L'Oréal in list of 87 advertisements against which complaints upheld

Ad regulator raps bigwigs

MCI cautions doctors against 'no cure, no payment' promises

Money back guarantees are against the law and code of ethics

BINDU SHAJAN PERAPPADAN

Court refuses relief to doctors suspended over false IVF claims

'DELICATE MATTER' Doctors had been suspended for guaranteeing pregnancy with their treatment

'YOU CANNOT GUARANTEE RESULTS ON WHIMS'

शिक्षण संस्थांच्या जाहिराती; किती खऱ्या-खोट्या?

विज्ञापनों में न दिखाये यातायात नियमों का उल्लंघन

Panel suggests fine or jail for celebs in misleading ads

To make celebrities accountable for misleading advertisements, a Parliamentary Standing Committee on Tuesday recommended stringent provisions, including a jail term of up to five years and a hefty penalty of up to ₹50 lakh, to protect consumer interest.

In its report on the Consumer Protection Bill 2015, tabled in Parliament on Tuesday, the panel has suggested legal teeth to the Advertising Standards Council of India (ASCI) to curb misleading ads, besides ... misrepresentation of a product, especially of food product, should be taken very seriously, considering...

एएससीआई से कारवाई करने की मांग

यातायात नियमों का उल्लंघन करने वाले विज्ञापनों के खिलाफ हो कारवाई

परिवहन विभाग, ने एएससीआइ से जिम्मेदारीपूर्ण विज्ञापन को लागू करने का किया अनुरोध

ASCI in News

Ad whip on online movie teasers

OUR CORRESPONDENT

New Delhi, Feb. 2: The advertising watchdog has in an unprecedented move asked the makers of *Kya Kool Hain Hum 3* and *Mastizaade* to remove "objectionable" promotional teasers from the Internet.

The order by the Advertising Standard Council of India (ASCI) followed a nudge from



'1k plaints on misleading ads in a yr'

TIMES NEWS NETWORK



New Delhi: There have been a total of 1,046 complaints against misleading advertisements in the last one year, minister of state for I&B **Rajyavardhan Singh Rathore** told Lok Sabha on Friday.

The minister said that the department of consumer affairs had informed



Pan masala ads featuring celebrities violate code, says ASC

भ्रामक विज्ञापनों की शिकायतों पर कार्रवाई





ASCI to probe celebrity endorsements of pan masala ads

Complaints against such advertisements have been received by ASCI and are being looked into. ASCI will approach the concerned advertisers to take necessary corrective action post decision by our Consumer Complaints Council

ASCI SECY GEN SHWETA PURANDARE

'1k Complaints Against Misleading Ads processed'

NEW DELHI Advertising sector watchdog ASC on Thursday said it has processed over 1,000 complaints against misleading advertising on behalf of the Department of Consumer Affair

nces Against Misleading Ad- was launched on March 18, 201 and over 1,000 complaints

ASCI, celebs and paan masala

ASCI to investigate celebrity endorsements of pan masala ads





markettracker

ASCI'S APP DRAWS TRAFFIC

The Advertising Standards Council of India's mobile app, AS has directly seen a bo plaint numbers receiv The app has surpass



बॉलीवूड ताऱ्यांच्या पानमसाला जाहिरातींची चौकशी

नवी दिल्ली : सुप्रसिद्ध लोकांकडून केल्या जाणाऱ्या पानमसाल्याच्या जाहिरातींची चौकशी भारतीय जाहिरात दर्जा परिषद (एएससीआय) करणार आहे. अजय देवगण आणि शाहरूख खानसारख्या तारकांना अशा पद्धतीच्या उत्पादनाचा प्रचार करू नका, असे दिल्ली सरकारने म्हटलेले आहे. त्याच्या अनुषंगाने एएससीआय आपल्या आचारसंहिताच्या उल्लंघनाबद्दल सेलिब्रिटींच्या जाहिरात अभियानाची चौकशी करणार आहेत.

अशा प्रकारच्या जाहिरातींविरोधात एएससीआयला तक्रारी मिळाल्या आहेत आणि या जाहिराती सर्वांना पाहायलादेखील मिळत आहेत. आमच्या ग्राहक तक्रार परिषदेकडून घेण्यात आलेल्या

पान मसाले का प्रचार न करें सेलिब्रिटी

चित्रलेखा प्रियदर्शिनी



ASClonline App completes Terrific Two months

Pune(Voice News Service-)- With purely organic reach approach, ASClonlin mobile app has garnered huge success an directly seen a boost in the numbers complain

जाहिरातींवर आता ॲपची नजर



According to a press release issued Thursday, the 'ASClonline' app has been downloaded 1,000 times since its launch June 17.







DIRECTORS' REPORT

Dear Members,

Your Directors have pleasure in presenting the 30th Annual Report along with the Balance Sheet, Income and Expenditure Account and Auditors' Report for the year ended on 31st March, 2016.

Financial Highlights:

The highlights of your Company's financial results for the period ended March 31, 2016 are as follows:

Particulars	Financial year ended March 31, 2016 ₹	Financial year ended March 31, 2015 ₹
Revenue from operations and other Income	27,676,490	30,902,443
Surplus before Deprecation	6,562,539	10,579,671
Less: Deprecation	(486,255)	(318,081)
Surplus before Exceptional item	6,076,284	10,261,590
Add: Exceptional item	-	248,614
Surplus for the year	6,076,284	10,510,204

Operational Review:

For the financial year ended 31st March, 2016, Revenue from operations and other Income is ₹ 27,676,490/- (Rupees twenty seven million six hundred seventy six thousand four hundred ninety only) as compared to ₹ 30,902,443/- (Rupees thirty million nine hundred two thousand four hundred forty three only)

Your Company has earned a Surplus of ₹ 6,076,284/- (Rupees six million seventy six thousand two hundred eighty four only) as compared to the previous year surplus of ₹ 10,510,204/- (Rupees ten million five hundred ten thousand two hundred four only).

Revenue from operations and Surplus in the previous year were higher than the current year mainly due to the Sponsorship and Delegate fee from the Conference held in previous year for promoting the spirit of self-regulation among the creators of advertising.

Meetings of the Board of Directors:

The Board of Directors met 12 times during the Financial Year 2015-16 on the below Mentioned Dates.

14th May 2015,
11th June,
9th July,
13th August,
10th September (before AGM),
10th September (after AGM),
8th October,
19th November,
10th December,
14th January 2016,
11th February,
10th 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, 2016.

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, 2016 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:**

€1371 equivalent to ₹ 97,476 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.

During the financial year Mr. Paritosh Joshi, Mr. Sunil Lulla, Mr. N. S. Rajan, Mr. Al Rajwani, Ms. Prema Sagar, Mr. D. Shivakumar and Mr. Prashant Singh were appointed as directors.

Mr. Dilip Cherian, Mr. Shantanu Khosla, Mr. Partha Rakshit and Mr. Arvind Sharma retired from Board of Governors.

Mr. Paritosh Joshi resigned due to his new assignment and Ms. Prema Sagar resigned due to her pre-occupation during the financial year.

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 9thDecember, 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 offers themselves for re-appointment. The Company has received a 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 expenditure 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 its members.

By Order of the Board of Directors,
For The Advertising Standards Council of India

Benoy Roychowdhury
Chairman
DIN :00816822

Date: 14th July, 2016
Place: Mumbai

Annexure - 1

Form No. MGT-9

Extract of Annual Return

As on the financial year ended on 31.03.2016

[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-2015)				No. of Shares held at the end of the year (As on 31-March-2016)				% 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-2015)				No. of Shares held at the end of the year (As on 31-March-2016)				% 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) :

Sr. No.		Shareholding at the beginning of the year		Cumulative Shareholding during the year	
	For Each of the Top 10 Shareholders	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:

Sr. No.		Shareholding at the beginning of the year		Cumulative Shareholding during the year	
	For Each of the Directors and KMP	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	--	--	--	--	--

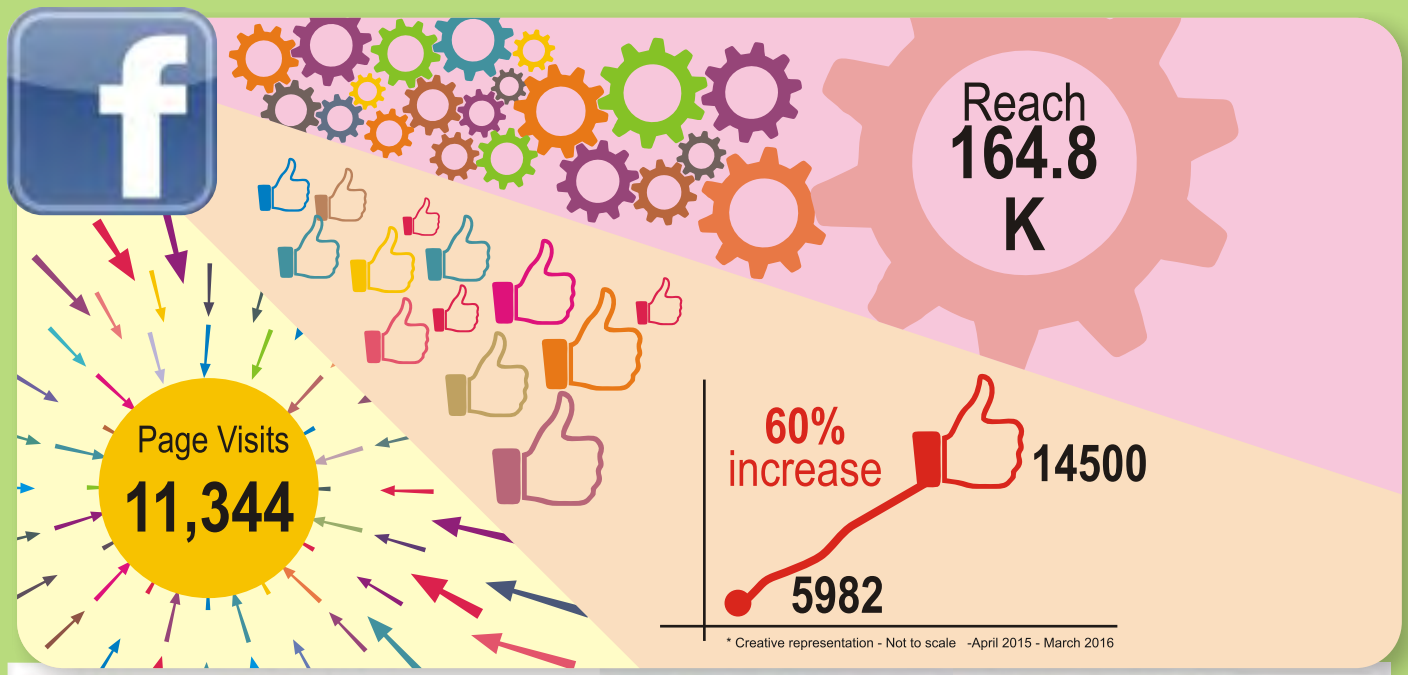
By Order of the Board of Directors,
For The Advertising Standards Council of India

Benoy Roychowdhury
Chairman
DIN :00816822

Date: 14th July, 2016
Place: Mumbai

ASCI Social Media Impact

Facebook















ASCI Social Media Impact

Twitter

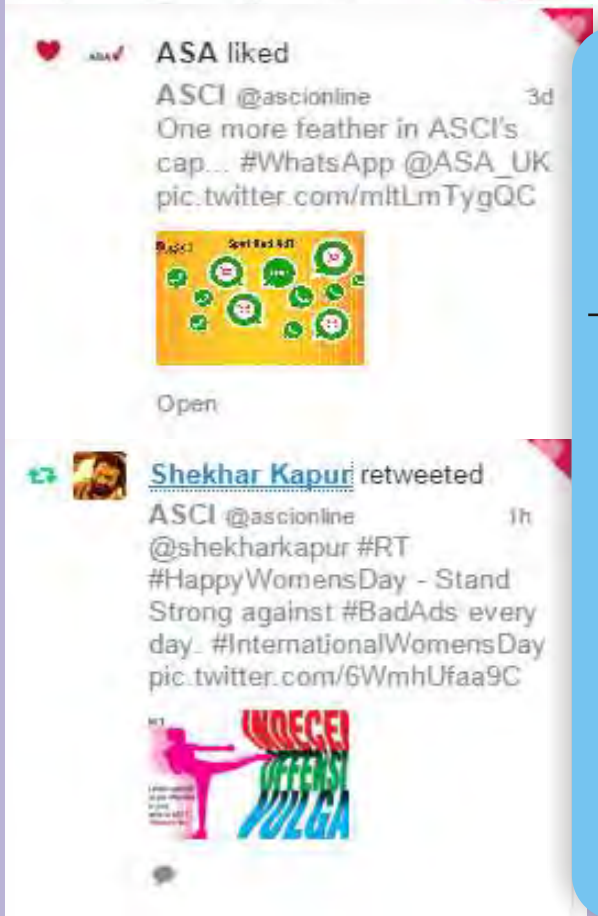
Impressions :
1544.3 L

Profile visits:
63,313

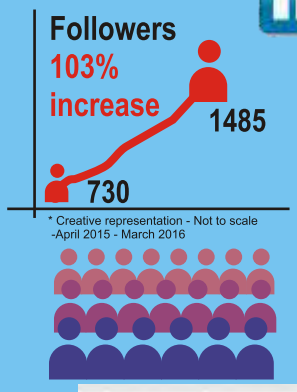
Mentions:
2490

* April 2015 - March 2016





LinkedIn





The Advertising Standards Council of India We are Hiring ! Job Vacancy in Mumbai. Send in your CVs at contact@ascionline.org or vinod@ascionline.org



MANAGEMENT DISCUSSION AND ANALYSIS REPORT: 2015-16

We take pleasure in presenting the Thirtieth Annual Report of the Advertising Standards Council of India, together with the Statement of Accounts for the period 2015-2016.

HIGHLIGHTS OF THE YEAR

ASCI completed 30 glorious years on 21st October 2015 and progress was made on several fronts, building on the efforts of the past several years. Our collaboration with the Department of Consumer Affairs (DoCA), Ministry of Consumer Affairs, Food and Public Distribution completed its first year successfully. ASCI processed more than 1000 complaints against misleading advertisements received through DoCA's portal: Grievances Against Misleading Advertisements (GAMA - gama.gov.in). DoCA sanctioned a grant of ₹ 10 lakhs to ASCI for the first year for processing of GAMA complaints. The apportioned expenses for the same were ₹ 29 lakhs. DoCA is appreciative of the ASCI work and has expressed their desire to extend the ASCI collaboration for three more years.

ASCI was invited as a key stakeholder by the Standing Committee on Food, Consumer Affairs and Public Distribution to provide recommendations on the proposed Consumer Protection Bill 2015. ASCI deposition helped the Standing Committee members appreciate its role in ensuring responsible advertising and addressing grievances of consumers against misleading advertisements. Our recommendation for ASCI's role to be formally recognized for a "Co-Regulation" model was well received. Major industry associations such as FICCI, CII, ASSOCHAM and PHD Chamber of Commerce, too, strongly supported ASCI in their individual representations. We are happy to share that the Standing Committee, in their report presented in Lok Sabha and laid in Rajya Sabha in April 2016, has made recommendations that ASCI should be empowered and could be given legal teeth.

In August 2015, Department of Transport, Uttar Pradesh (U.P.) sought ASCI help in enforcing responsible advertising in the automotive sector and requested ASCI to instruct the advertising agencies to adhere to the self-regulatory code. The State Transport Authorities of UP also wrote to all District Magistrates in the state to take action in this matter.

In March 2016, a Supreme Court Committee on Road Safety invited ASCI to participate in a meeting called to discuss various measures to be taken against advertisements depicting violation of traffic rules and unsafe practices. The committee complimented ASCI for its efficient self-regulation mechanism and directed the Ministry of Information and Broadcasting (MIB), Society of Indian Automobile Manufacturers (SIAM) and the Press Council of India (PCI) to work with ASCI on eradicating the issue of advertisement depicting unsafe driving. The Committee also directed the Ministry of Road, Transport and Highways (MORTH) to build ASCI awareness via their advertisements.

The MIB as well DoCA relied on ASCI on several occasions to answer questions in the Parliament. The MIB supported self-regulation in the electronic media (December 2015) and the Minister of State, MIB, Mr. Rajyavardhan Rathore provided a succinct summary of the ASCI work on two occasions in Rajya Sabha (March 2016) and Lok Sabha (May 2016), respectively.

Taking cognizance of misleading advertisements reported to them, in March 2016, the Maharashtra Medical Council (MMC) cracked down on doctors continuing to advertise with misleading claims. This resulted in the Indian Medical Association (IMA) reaching out to their 2.5 lakh members to sensitize them on their code of ethics.

VARIOUS INITIATIVES TAKEN UP BY YOUR COUNCIL:

– LAUNCH OF MOBILE APP

In June 2015, the ASCI Mobile App "ASC Ionline" completed one year since launch and in September 2015 it fetched us a Bronze Trophy at Exchange4Media's The Maddies Mobile Awards 2015 for the Social / Not for Profit Campaign Category. ASCI online is India's first mobile app to facilitate convenient filing of complaints against misleading advertisements. It is the first time that a Self-Regulatory Organization like ASCI has leveraged the power of technology via Mobile App. Prasar Bharati of the Government of India also took note of ASC Ionline and actively tweeted to all its 55000+ followers.

– LAUNCH OF WHATSAPP NUMBER

Encouraged by the success of the Mobile App, in March 2016 ASCI launched a WhatsApp Number +91 77100 12345, a breakthrough initiative for consumers to reach ASCI with ease for their grievances against objectionable advertisements. The launch was followed by awareness campaigns by means of print advertisements and radio spots with tagline "Spot Bad Ad? Snap & WhatsApp", which received enormous response from consumers and appreciation by Government. It was taken note of, by the MIB, Food Standards and Safety Authority of India (FSSAI), MORTH, Prasar Bharati, etc. and was called out as a proactive step to be emulated by other similar agencies by Rajyavardhan Rathore, the Minister of State, MIB. WhatsApp has helped in almost doubling the consumer contact and is contributing >12% of the total advertisements complained against.

– INTERACTIVE MEETING WITH THE MIB

In February 2016, ASCI called a special meeting with the MIB senior officials Mr. J.S. Mathur, Special Secretary and Ms. R. Jaya, Joint Secretary, along with key members from the ASCI Board Members, Consultative Committee members and the Secretary General. The overall impact of this meeting was very positive, further strengthening our relation with the MIB.

MEMBERS OF THE BOARD OF GOVERNORS

During the year, Mr. Dilip Cherian, Mr. Shantanu Khosla, Mr. Partha Rakshit and Mr. Arvind Sharma retired from the Board. Mr. Paritosh Joshi and Ms. Prema Sagar resigned from the Board. The Board wishes to place on record its appreciation of the valuable services rendered during their tenure. Mr. Sunil Lulla, Mr. N.S. Rajan, Mr. Al Rajwani, Mr. D. Shivakumar and Mr. Prashant Singh were appointed to fill the vacancies.

CONSUMER COMPLAINTS COUNCIL (CCC) MEMBERS

During the year, Mr. Umesh Shrikhande retired from the CCC. Mr. Ganesh Bangalore, Ms. Sucheta Dalal, Ms. Lynn Desouza, Mr. Paritosh Joshi, Ms. Sangeeta Kapila, Prof. Suresh Misra, Prof. Anant Rangaswami, Mr. Sameer Satpathy, Ms. Anuradha Sengupta, Mr. Suman Srivastava and Ms. Monica Tata resigned from the CCC. Mr. Satyaki Ghosh, Ms. Ketaki Gupte, Ms. Manisha Kapoor, Ms. Meenakshi Menon, Ms. Aarti Rele, Ms. Tista Sen and Ms. Gayatri Yadav were appointed to fill the CCC vacancies.

On behalf of all members of the Council, the Board of Governors places on record its profound 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, 23 new members have enrolled during the year. 27 members did not renew their memberships. The total number of members now stands at 345.

CCC ANALYSIS OF DECISIONS ON COMPLAINTS

The CCC met 49 times and deliberated on complaints against a total of 1389 advertisements. Complaints were upheld against 891 advertisements whilst complaints against 497 advertisements were Not-Upheld. Complaint against one advertisement was considered to be Non-issue. The total number of advertisements complained against are lesser versus last year number (1877) as the three year Suo Moto Monitoring project viz. National Advertisement Monitoring Services (NAMS) ended in March 2015. Most of the complaints processed this year are direct from consumer and some carry over of the NAMS project of the year before. However, there has been an increase in the complaints received directly as the number of advertisements complained against this year are 1145 versus 1012 (2014-15).

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 (814). Other complaints were - Under Chapter II - advertisements that were complained against for being offensive or indecent (7), Chapter III - encouraging or depicting dangerous practices (159) and Chapter IV- Unfair in competition (34). (Note: some complained advertisements covered more than one Chapter of the ASCI code.)

A majority of the advertisements against which complaints were processed and were upheld fall under educational sector (270), followed by the Healthcare (Drugs & Medicines) sector (109) and Medical Services / Clinics (88). This year also we see increase in the number advertisements complained against in new sectors such as E-Commerce (54) and Telecom (72) as compared to 2014-15. There have been complaints against advertisements from other sectors like Automotive, Real Estate as well as leadership claims of media (Channels / Publications).

The print advertisements complained against were 39% of the total (contributed by the NAMS carry over effect), followed by TV advertisements (34%). Digital advertisements are getting more and more attention of consumers as well and their share in the complained advertisements has increased from 11% (2014/15) to 14% (2015/16). Complaints against promotional material, too, sees an increase from 1.92% (2014/15) to 6.05% and complaint against claims on product packaging have increased from 1.14% to 2.37%. This could be due to ease of lodging complaints via Mobile App / WhatsApp.

General Public

Out of the 1145 Advertisements complained against during the year (non-NAMS), complaints against 856 advertisements were received from the general public. Of these, complaints against 400 advertisements were Upheld and 456 were Not-Upheld.

Intra Industry Complaints

Out of the 1145 advertisements complained against during the year (non-NAMS), 109 advertisements were complained against as intra-industry regarding misleading advertising or unfair competitive advertising. Of these, complaints against 90 advertisements were Upheld, 18 were Not-Upheld and one was Non-Issue.

Fast Track Complaints (FTC)

We received complaints against 29 advertisements during the year 2015-16 that were lodged by the ASCI members on a "Fast Track" basis. Of these, 26 complaints were Upheld and three were Not-Upheld.

Suo Moto Complaints

ASCI has processed Suo Moto complaints (originating from either CCC, Board members or ASCI Secretariat) against 98 advertisements. Of these, complaints against 94 advertisements were Upheld and four were Not-Upheld.

NAMS Complaints

Out of the 1389 advertisements complained against during the year, 244 complaints were received through 2014-15 NAMS project carry-over. Of these, complaints against 239 advertisements were Upheld and five were Not-Upheld.

Complaints originating from Consumer Organizations

ASCI continues to receive a steady stream of complaints from Consumer Organizations, demonstrating that Consumer Organizations do rely on ASCI's efficient processes. During the year, complaints were received against 40 advertisements, of which complaints against 34 advertisements were Upheld and complaints against six advertisements were Not-Upheld. Consumer Education and Research Centre (CERC) complained against 25 advertisements. Rajkot Consumer Protection Council complained against seven advertisements. The Indian Institute of Public Administration (IIPA) representative and Concerns for Citizens complained against two advertisements each and four complained advertisements were from other organizations.

Government and Regulatory Authorities

Of the 1000+ complaints that ASCI received from the GAMA portal, majority of these complaints came from individual consumers as well as few from Consumer Organizations like CERC. The portal received complaints against advertisements from almost all sectors (Telecom, Banking, Consumer Durables, etc. and emerging sectors like e-Commerce), across a range of advertising media (TV, Print, Web-sites, other digital mediums, etc.). Additionally, ASCI also received complaints from the MIB and Maharashtra FDA.

Based on our past experience, for complaints received against Teleshopping Advertisements, we are seeking help from MIB to ascertain authenticity of the advertiser as well as the products being advertised. For majority of these cases, it is difficult for ASCI to process complaints as the concerned Advertisers are either Dubious companies/people in un-organized sector whose identity is not known or not revealed and they surreptitiously go to Court and obtain ex-parte stay against ASCI in case ASCI's CCC upholds complaint against their advertisements. Such litigations are draining ASCI's limited resources. As and when the regulator requests further help, ASCI will provide technical evaluation of the advertiser's response to the regulator.

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

LEGAL AND GOVERNANCE

The Council complied with all rules and regulations that apply to the Council as a not for profit Company registered under the Companies Act, 1956. The Council carried out its functioning with the highest standards of governance that any self-regulatory body should adopt and follow.

During the year, some litigation that had been filed against your Council including some pending from earlier years have either been withdrawn or disposed of as in fructuous. There was some litigation that came to be filed seeking greater self-regulation and better enforcement which is precisely what your Council stands for. Additionally, some cases were filed in previous years primarily concerning teleshopping advertising and some by non-members challenging the rulings of the CCC.

All pending cases are being defended effectively in the Courts where they have been instituted.

Since defending these cases involves additional costs which are significant, during the year we raised special subscription to cover the additional legal expenses from top Advertiser members. We are happy to report that we received ₹ 38 Lakhs from this subscription drive. We will continue to seek additional funding from members required to cover legal costs in the future as and when required.

PR AND SOCIAL MEDIA INITIATIVE

We continue to build on the strong momentum of last year on the PR and Social Media front. Active engagement with media by the Secretary General, Chairman, Consultative committee members and our PR agency, Ketchum Sampark, resulted in excellent media coverage. Not only ASCI's awareness level has increased remarkably but ASCI's credibility has also grown many folds. ASCI's various projects and mentions by Government stakeholders have been a key contributor as well.

ASCI celebrated World Consumer Rights Day, 15th March 2016 through a number of activities. On this day, ASCI's WhatsApp number was publicized through advertisements in prime newspapers and leveraged on Radio by several RJs and via radio advertisements voiced by Mr. Ameen Sayani. ASCI Secretary General participated in Radio interviews of several FM channels. This created great awareness of the ASCI WhatsApp Number. The ROI on Print advertisements was approximately ₹ 1.5 crores and for Radio advertisements, approximately ₹ 11 lakhs.

ASCI's 30th birthday on 21st October 2015 was publicised via Social Media wherein messages from our very first Chairman and several past Chairmen were shared. A special talk show was aired by Zee Business in November 2015 featuring ASCI Chairman Benoy Roychowdhury, ASCI Board Consultative Committee Member Sam Balsara, ASCI CCC Member and representative of the Advertisers' fraternity, Satyaki Ghosh and ASCI Secretary General Shweta Purandare.

There have been more than 2200 news items pertaining to ASCI and its Consumer Complaints Council recommendations in leading National dailies such as Times of India, Hindustan Times, Business Standard, Economic Times, Financial Express, Mint, Hindu etc. as well as International mention such as Daily Mail, UK, Global Advertising Lawyers Alliance website (Galalaw.com), Mondaq.com and Bullfax.com. There was ASCI buzz on online media as well as electronic media like Zee Business, NDTV, CNBC Awaaz, etc. Important press coverage is available on the ASCI web-site for further reference.

Our Social Media reach has been quite impactful this year as we received spontaneous direct mentions and tweets from influencers with huge following such as Mr. Rajyavardhan Rathore, Minister of State MIB, Prasar Bharti, All India Radio, National Health Portal, Press Information Bureau, etc. from time to time. Government Social Media handles have been referring to and sharing ASCI updates.

VOTE OF THANKS

The Board of Governors wishes to place on record its gratitude to the Department of Consumer Affairs (DCA) Ministry of Consumer Affairs, Food and Public Distribution 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 Mr. Dilip Cherian, Mr. Shantanu Khosla, Mr. Partha Rakshit and Mr. Arvind Sharma as our Board Members and Mr. Umesh Shrikhande as our CCC Member who supported ASCI by giving their valuable time and expertise for a ten year tenure.

We wish to thank DSK Legal, Ms. Avni Singh and Mr. Subir Kumar for providing legal advice and for their support in handling our legal cases, Lalit Khanna & Associates and Lalit Khanna and Co., our Tax Consultants and Auditors, respectively. We thank Wishtree technologies, our technology partners, for their support in our various initiatives. 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.

A heartfelt thanks to our Board Member, Mr. Sunil Lulla, Grey Advertising to help the Council design a series of Print Advertisements on the day of World Consumer Rights Day. A very special thanks to Mr. Ameen Sayani for lending his magical voice for our Radio advertisement. Truly obliged to have received voluntary support to carry the advertisement from our Print and radio media partners: Dainik Bhaskar (Divya Bhaskar & Divya Marathi), The Hindu (The Hindu Tamil & Business Line), Dainik Jagran (Mid-day), Hindustan Times (Mint), Eenadu, The Times of India, ABP and The Telegraph, across in most of their city and language editions; Radio partners: Radio City (91.1 FM), Radio Indigo (91.9 FM), Radio Mango (91.9 FM), Big FM (92.7 FM), Radio Mirchi (98.3 FM) and MY FM (94.3 FM).

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. They play a very significant role as ASCI reaches several new milestones one after another.

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 make this a yet another eventful 30th year for ASCI.

Benoy Roychowdhury
Chairman

Life at ASCI





29th Annual General Meeting - 2015













ASCI's Mobile App wins at The Maddies 2015



ASCI in an interactive session with MIB









Life at ASCI



INDEPENDENT AUDITORS' REPORT

TO THE MEMBERS OF
THE ADVERTISING STANDARDS COUNCIL OF INDIA

Report on the Financial Statements

We have audited the accompanying financial statements of The Advertising Standards Council of India ('the Company'), which comprise the Balance Sheet as at March 31, 2016, 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, as applicable. 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 these 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 auditors' 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. An audit also includes evaluating the appropriateness of the accounting policies used and the reasonableness of the accounting estimates made by the Company's Board of Governors, 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, 2016, and its surplus for the year ended on that date.

Report on Other Legal and Regulatory Requirements

1. The Company is 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, 2016 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 relating to preparation of the financial statements 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 maintained for the purpose of preparation of these financial statements.

   (d) In our opinion, the aforesaid financial statements comply with the Accounting Standards specified under Section 133 of the Act, as applicable.

   (e) On the basis of the written representations received from the directors as on March 31, 2016, taken on record by the Board of Directors, none of the directors is disqualified as on March 31, 2016 from being appointed as a Director in terms of Section 164 (2) of the Act.

   (f) With respect to the adequacy of the internal financial controls over financial reporting of the Company and the operating effectiveness of such controls, refer to our separate Report in 'Annexure A'. Our report expresses an unmodified opinion on the adequacy and operating effectiveness of the Company's internal financial controls over financial reporting.

   (g) With respect to the other matters to be included in the Independent 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) The Company being licensed to operate under section 25 of the Companies Act 1956 (corresponding to section 8 of the Companies Act 2013), does not have any share capital. Accordingly the question of transferring any amount to the Investor Education and Protection Fund does not arise.

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

(Lalit Khanna)
Partner
Membership No. 5185

Place : Mumbai
Date : 14th July 2016

ANNEXURE 'A' TO THE INDEPENDENT AUDITORS' REPORT

(Referred to in paragraph 2(f) under 'Report on Other Legal and Regulatory Requirements' section of our report of even date)

Report on the Internal Financial Controls Over Financial Reporting under Clause (i) of Sub-section 3 of Section 143 of the Companies Act, 2013 ('the Act')

We have audited the internal financial controls over financial reporting of The Advertising Standards Council of India ('the Company') as of March 31, 2016 in conjunction with our audit of the financial statements of the Company for the year ended and as on that date.

Management's Responsibility for Internal Financial Controls

The Company's management is responsible for establishing and maintaining internal financial controls based on the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting issued by the Institute of Chartered Accountants of India (the 'Guidance Note'). These responsibilities include the design, implementation and maintenance of adequate internal financial controls that were operating effectively for ensuring the orderly and efficient conduct of its activities, including adherence to Company's policies, the safeguarding of its assets, the prevention and detection of frauds and errors, the accuracy and completeness of the accounting records, and the timely preparation of reliable financial information, as required under the Act.

Auditors' Responsibility

Our responsibility is to express an opinion on the Company's internal financial controls over financial reporting based on our audit. We conducted our audit in accordance with the Standards on Auditing prescribed under Section 143(10) of the Act and the Guidance Note, to the extent applicable to an audit of internal financial controls. Those Standards and the Guidance Note require that we comply with the ethical requirements and plan and perform the audit to obtain reasonable assurance about whether adequate internal financial controls over financial reporting were established and maintained and if such controls operated effectively in all material respects.

Our audit involves performing procedures to obtain audit evidence about the adequacy of the internal financial controls system over financial reporting and their operating effectiveness. Our audit of internal financial controls over financial reporting included obtaining an understanding of internal financial controls over financial reporting, assessing the risk that a material weakness exists, and testing and evaluating the design and operating effectiveness of internal control based on the assessed risk. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion on the Company's internal financial controls system over financial reporting.

Meaning of Internal Financial Controls Over Financial Reporting

A company's internal financial control over financial reporting is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles. A company's internal financial control over financial reporting includes those policies and procedures that (1) pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the company; (2) provide reasonable assurance that transactions are recorded as necessary to permit preparation of financial statements in accordance with generally accepted accounting principles, and that receipts and expenditures of the company are being made only in accordance with authorizations of management and directors of the company; and (3) provide reasonable assurance regarding prevention or timely detection of unauthorized acquisition, use, or disposition of the company's assets that could have a material effect on the financial statements.

Inherent Limitations of Internal Financial Controls over Financial Reporting

Because of the inherent limitations of internal financial controls over financial reporting, including the possibility of collusion or improper management override of controls, material misstatements due to error or fraud may occur and not be detected. Also, projections of any evaluation of the internal financial controls over financial reporting to future periods are subject to the risk that the internal financial controls over financial reporting may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

Opinion

In our opinion, to the best of our information and according to the explanations given to us, the Company has, in all material respects, an adequate internal financial controls system over financial reporting and such internal financial controls over financial reporting were operating effectively as at March 31, 2016, based on the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the Guidance Note.

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

(Lalit Khanna)
Partner
Membership No. 5185

Place : Mumbai
Date : 14th July 2016

BALANCE SHEET AS AT 31ST MARCH 2016

		Note	As at 31st March 2016 ₹	As at 31st March 2015 ₹
I	**EQUITY AND LIABILITIES**			
	Corpus and Reserves			
	(a) Council's Corpus	2	3,982,180	3,924,680
	(b) Reserves and Surplus	3	68,679,260	60,557,976
			72,661,440	64,482,656
	Non-Current Liabilities			
	(a) Long Term Liabilities	4	450,000	450,000
	(b) Long term Provisions	5	625,355	515,895
			1,075,355	965,895
	Current Liabilities			
	(a) Trade Payables	6	681,019	2,160,209
	(b) Other Current Liabilities	7	30,635	688,895
			711,654	2,849,104
	Total		**74,448,449**	**68,297,655**
II	**ASSETS**			
	Non-current Assets			
	(a) Fixed Assets			
	Tangible Assets	8	2,210,693	2,143,324
	(b) Non-current Investments	9	25,300,000	27,500,000
	(c) Long-term Loans and Advances	10	2,589,629	1,643,605
			30,100,322	31,286,929
	Current Assets			
	(a) Current Investments	11	31,577,223	18,300,000
	(b) Trade Receivables	12	1,028,778	8,205,713
	(c) Cash and Cash Equivalents	13	8,806,276	8,912,030
	(d) Short-term Loans and Advances	14	694,031	532,295
	(e) Other Current Assets	15	2,241,819	1,060,688
			44,348,127	37,010,726
	Total		**74,448,449**	**68,297,655**
	See accompanying notes to the Financial Statements.	1-21		

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 : 14th July 2016

For and on behalf of the Board of Governors

Benoy Roychowdhury
Chairman

Members :
Narendra Ambwani
Subhash Kamath
S.K. Palekar
Shashidhar Sinha
Srinivasan K. Swamy
I. Venkat

STATEMENT OF INCOME AND EXPENDITURE FOR THE YEAR ENDED 31ST MARCH 2016

		Note	Year ended 31st March 2016 ₹	Year ended 31st March 2015 ₹
I	**REVENUE**			
	(a) Revenue from Operations	16	21,158,500	25,270,866
	(b) Other Income	17	6,517,990	5,631,577
	Total Revenue		**27,676,490**	**30,902,443**
II	**EXPENSES**			
	(a) Employee benefits expense	18	4,909,120	3,494,426
	(b) Other expenses	19	16,204,831	16,828,346
	(c) Depreciation and Amortization expense	8	486,255	318,081
	Total Expenses		**21,600,206**	**20,640,853**
	Surplus before exceptional items		6,076,284	10,261,590
	Exceptional item		-	248,614
	Surplus for the year		**6,076,284**	**10,510,204**
	See accompanying notes to the Financial Statements.	1-21		

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 : 14th July 2016

For and on behalf of the Board of Governors

Benoy Roychowdhury
Chairman

Members :
Narendra Ambwani
Subhash Kamath
S.K. Palekar
Shashidhar Sinha
Srinivasan K. Swamy
I. Venkat

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2016

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 Rule7 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 ma\ke estimates and assumptions that effect 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 expenses 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 and Depreciation

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. Depreciation has been provided on the straight line basis at the rates and in the manner prescribed in Schedule II of the Companies Act, 2013.

(d) Investments

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

(e) 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.

(f) Foreign Currency Transactions

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

(g) Provisions

Provision is recognized in the accounts when there is present obligation as 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 2016 (CONTINUED)

		As At 31st March 2016 ₹	As At 31st March 2015 ₹
2.	**COUNCIL'S CORPUS**		
	Balance as at the beginning of the year	3,924,680	3,817,180
	Add: Entrance Fees received during the year	57,500	107,500
	Total	**3,982,180**	**3,924,680**
3	**RESERVES & SURPLUS**		
	a) Legal Expense Fund		
	Contribution received during the year	3,800,000	-
	Less : Payments to Counsels	(1,755,000)	-
		2,045,000	-
	b) Accumulation under Section 11(2) of the Income Tax Act.1961		
	As at the beginning of the year	34,840,288	29,201,583
	Less: Transferred to Statement of Income and Expenditure as amount no longer required	(5,893,611)	(9,161,295)
		28,946,677	20,040,288
	Accumulated during the year	-	14,800,000
	As at the end of the year	28,946,677	34,840,288
	c) Amount pursuant to option exercised under clause (2) of Explanation to Section 11 (1) of the Income tax Act 1961		
	As at the beginning of the year	-	-
	Transferred during the year from surplus in the Statement of Income and expenditure	5,800,000	-
	As at the end of the year	5,800,000	-
	d) Accumulation under Section 11(1)(a) of the Income Tax Act.1961		
	As at the beginning of the year	20,437,100	15,832,608
	Accumulated during the year	4,114,855	4,604,492
		24,551,955	20,437,100
	e) Surplus in the statement of Income and Expenditure		
	(i) Opening Balance	5,280,588	5,074,326
	Less: Adjustments relating to Fixed Assets	-	60,745
		5,280,588	5,013,581
	(ii) Surplus for the year	6,076,284	10,510,204
	(iii) Transferred from accumulation under section 11 (2) as amount no longer required	5,893,611	9,161,295
		17,250,483	24,685,080
	Less : Appropriations :		
	(a) Amount pursuant to option exercised under clause (2) of Explanation to Section 11 (1) of the Income tax Act 1961	(5,800,000)	(14,800,000)
	(b) Accumulation under section 11 (1) (a) of the Income tax Act, 1961	(4,114,855)	(4,604,492)
		7,335,628	5,280,588
	Total	**68,679,260**	**60,557,976**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2016 (CONTINUED)

		As At 31st March 2016 ₹	As At 31st March 2015 ₹
4	**LONG-TERM LIABILITIES**		
	Security Deposit	450,000	450,000
		450,000	**450,000**
5	**LONG-TERM PROVISIONS**		
	Provision for employee benefits		
	(Being provision for Leave Encashment)	625,355	515,895
		625,355	**515,895**
6.	**TRADE PAYABLES**	**681,019**	**2,160,209**

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
(b)	Statutory Liabilities	25,191	301,429
(c)	Other Payables	5,444	27,966
		30,635	**688,895**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2016 (CONTINUED)

8. FIXED ASSETS

Tangible Assets

Sr. No.	Description of the Assets	COST				DEPRECIATION				NET BOOK VALUE	
		As at 1st April 2015 ₹	Additions during the year ₹	Deduction Adjustments ₹	As at 31st March 2016 ₹	As at 1st April 2015 ₹	For the Year ₹	Deduction/ Adjustments ₹	As at 31st March 2016 ₹	As at 31st March 2016 ₹	As at 31st March 2015 ₹
1.	Office Premises	2,213,159	-	-	2,213,159	885,264	36,886	-	922,150	1,291,009	1,327,895
2.	Computers	853,493	489,574	-	1,343,067	388,803	357,067	-	745,870	597,197	464,690
3.	Air Conditioners	66,760	-	-	66,760	26,704	13,352	-	40,056	26,704	40,056
4.	Office Equipments	180,313	29,400	-	209,713	65,978	40,525	-	106,503	103,210	114,335
5.	Furniture & Fixtures	353,554	34,650	-	388,204	157,206	38,425	-	195,631	192,573	196,348
	Current Year Total	**3,667,279**	**553,624**	**-**	**4,220,903**	**1,523,955**	**486,255**	**-**	**2,010,210**	**2,210,693**	**2,143,324**
	Previous 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**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2016 (CONTINUED)

		As at 31st March 2016 ₹	As at 31st March 2015 ₹
9	**NON-CURRENT INVESTMENTS**		
(1)	Non Trade Investments (Unquoted at cost)		
	8% Savings (Taxable) Bonds, 2003 with State Bank of India.		
	(a) Nil (Previous year 1) Bond of ₹ 500,000/-	-	500,000
	(b) Nil (Previous year 4) Bonds of ₹ 1,000,000/- each	-	4,000,000
	(c) Nil (Previous year 2) Bonds of ₹ 1,500,000/- each	-	3,000,000
	(d) Nil (Previous year 2) Bonds of ₹ 2,000,000/- each	-	4,000,000
		-	11,500,000
(2)	Fixed Deposits with Housing Development Finance Corporation Ltd.		
	(a) Nil (Previous year 2) 9.50% Deposits of ₹ 1,500,000/- each - Non Cumulative Plan - Platinum	-	3,000,000
	(b) Nil (Previous year 3) 9.15 % Deposits of ₹ 2,000,000/- each - Annual Income Plan	-	6,000,000
	(c) Nil (Previous year 1) 9.25 % Deposit of ₹ 1,000,000/- - Annual Income Plan	-	1,000,000
	(d) Nil (Previous year 1) 9.50% Deposit of ₹ 1,000,000/- - Non Cumulative Plan - Platinum	-	1,000,000
	(e) 1 (Previous year 1) 9.35% Deposit of ₹ 1,000,000/- - Non Cumulative Plan - Platinum	1,000,000	1,000,000
	(f) 1 (Previous year Nil) 9.15 % Deposit of ₹ 2,000,000/- - Annual Income Plan - Platinum	2,000,000	-
	(g) 2 (Previous year Nil) 8.95% Deposits of ₹ 2,000,000/- each - Annual Income Plan - Platinum	4,000,000	-
	(h) 1 (Previous year Nil) 8.95% Deposit of ₹ 1,000,000/- - Annual Income Plan - Platinum	1,000,000	-
	(i) 1 (Previous year Nil) 8.95% Deposit of ₹ 500,000/- - Annual Income Plan - Platinum	500,000	-
	(k) 1 (Previous year Nil) 8.95% Deposit of ₹ 1,500,000/- - Annual Income Plan - Platinum	1,500,000	-
	(l) 1 (Previous year Nil) 8.75% Deposit of ₹ 2,500,000/- - Annual Income Plan - Platinum	2,500,000	-
	(m) 1 (Previous year Nil) 8.75% Deposit of ₹ 1,300,000/- - Annual Income Plan - Platinum	1,300,000	-
	(n) 1 (Previous year Nil) 8.65% Deposit of ₹ 1,000,000/- - Annual Income Plan - Platinum	1,000,000	-
		14,800,000	12,000,000

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2016 (CONTINUED)

		As at 31st March 2016 ₹	As at 31st March 2015 ₹
(3)	Fixed Deposits with L I C Housing Finance Ltd.		
(a)	1 (Previous year 1) 9.60% Deposit of Cumulative Income Plan of ₹ 4,000,000/-	4,000,000	4,000,000
(b)	1 (Previous year Nil) 8.40% Deposit of Non Cumulative Income plan of ₹ 3,000,000/-	3,000,000	-
(c)	3 (Previous year Nil) 8.40% Deposit of Non Cumulative Income Plan of ₹ 1,000,000/- each	3,000,000	-
(d)	1 (Previous year Nil) 8.40% Deposit of Non Cumulative Income Plan of ₹ 500,000/-	500,000	-
		10,500,000	4,000,000
	Total	**25,300,000**	**27,500,000**
10	**LONG-TERM LOANS AND ADVANCES**		
	(Unsecured considered good)		
(a)	Security Deposits	1,158,190	1,158,190
(b)	Prepaid taxes	1,431,439	485,415
	Total	**2,589,629**	**1,643,605**
11	**CURRENT INVESTMENTS**		
	Non Trade Investments (Unquoted at cost)		
(1)	Fixed Deposits with Housing Development Finance Corporation Ltd.		
(a)	Nil (Previous year 4) 9.75% Deposits of ₹ 2,000,000/- each - Annual Income Plan - Platinum	-	8,000,000
(b)	Nil (Previous year 1) 9.40% Deposit of ₹ 1,300,000/- - Annual Income Plan - Platinum	-	1,300,000
(c)	Nil (Previous year 1) 8.00% Deposit of ₹ 1,000,000/- - Annual Income Plan - Platinum	-	1,000,000
(d)	2 (Previous year Nil) 9.50% Deposits of ₹ 1,500,000/- each - Non Cumulative Plan - Platinum	3,000,000	-
(e)	4 (Previous year Nil) 9.15 % Deposits of ₹ 2,000,000/- each - Annual Income Plan - Platinum	8,000,000	-
(f)	1 (Previous year Nil) 9.25 % Deposit of ₹ 1,000,000/- - Annual Income Plan - Platinum	1,000,000	-
(g)	1 (Previous year Nil) 9.50% Deposit of ₹ 1,000,000/- - Non Cumulative Plan - Platinum	1,000,000	-
(h)	1 (Previous year Nil) 9.15% Deposit of ₹ 3,000,000/- - Annual Income Plan	3,000,000	-
(i)	1 (Previous year Nil) 9.15 % Deposit of ₹ 1,500,000/- - Annual Income Plan.	1,500,000	-
		17,500,000	10,300,000

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2016 (CONTINUED)

		As at 31st March 2016 ₹	As at 31st March 2015 ₹
(2)	8% Savings (Taxable) Bonds, 2003 with State Bank of India.		
(a)	Nil (Previous year 2) Bonds of ₹ 500,000/- each	-	1,000,000
(b)	Nil (Previous year 3) Bonds of ₹ 1,000,000/- each	-	3,000,000
(c)	Nil (Previous year 1) Bond of ₹ 1,500,000/-	-	1,500,000
(d)	Nil (Previous year 1) Bond of ₹ 2,500,000/-	-	2,500,000
(e)	1 (Previous year Nil) Bond of ₹ 500,000/-	500,000	-
(f)	4 (Previous year Nil) Bonds of ₹ 1,000,000/- each	4,000,000	-
(g)	2 (Previous year Nil) Bonds of ₹ 1,500,000/- each	3,000,000	-
(h)	2 (Previous year Nil) Bonds of ₹ 2,000,000/- each	4,000,000	-
		11,500,000	8,000,000
(3)	Legal Expense Fund Fixed Deposit with HDFC Bank		
(a)	1 (Previous year Nil) 8.20% deposit of ₹ 2,021,918/-	2,021,918	-
(b)	1 (Previous year Nil) 7.90% deposit of ₹ 155,305/-	155,305	-
(c)	2 (Previous year Nil) 7.90% deposits of ₹ 200,000/- each	400,000	-
	(Out of the above, ₹ 2,045,000/- is earmarked in respect of Legal Expense Fund)	2,577,223	-
	Total	**31,577,223**	**18,300,000**

12 TRADE RECEIVABLES

(a)	Outstanding for a period exceeding six months from the date they are due for payment		
(I)	Unsecured, Considered good	117,978	26,871
(ii)	Considered doubtful	231,490	315,763
	Less: Provision for doubtful Debts	(231,490)	(315,763)
		117,978	26,871
(b)	Others		
(i)	Unsecured, Considered good	910,800	8,178,842
	Total	**1,028,778**	**8,205,713**

13 CASH AND CASH EQUIVALENTS

(a)	Cash and Cash equivalents		
(i)	Balance with Banks		
	In Savings (including Savings Plus Deposit) Account	3,309,252	3,566,989
(ii)	Cash on hand	59,480	2,224
		3,368,732	3,569,213
(b)	Short-Term Bank Deposits	5,437,544	5,342,817
Total		**8,806,276**	**8,912,030**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2016 (CONTINUED)

		As at 31st March 2016 ₹	As at 31st March 2015 ₹
14	**SHORT-TERM LOANS AND ADVANCES**		
	(Unsecured considered good)		
	(a) Loans and Advances to Employees	-	28,000
	(b) Other loans and advances		
	(i) Prepaid Taxes	341,954	296,304
	(ii) Other amounts recoverable in cash or in kind or for value to be received	352,077	207,991
	Total	**694,031**	**532,295**
15	**OTHER CURRENT ASSETS**		
	(a) Service Tax Cenvat Account	1,249,291	541,467
	(b) Interest accrued on investments and Bank Deposits	992,528	519,221
	Total	**2,241,819**	**1,060,688**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2016 (CONTINUED)

		Year ended 31st March 2016 ₹	Year ended 31st March 2015 ₹
16	**REVENUE FROM OPERATIONS**		
(a)	Membership Subscription	15,723,500	14,520,166
(b)	Grant from Department of Consumer Affairs	1,000,000	-
(c)	Sponsorships fee for Conference	-	7,900,000
(d)	Delegate fee for Conference	-	1,215,400
(e)	Fast Track and Review charges for complaints	4,355,000	1,635,300
(f)	E-Learning Fee	80,000	-
		21,158,500	**25,270,866**
17	**OTHER INCOME**		
(a)	Interest income		
	(i) Interest on Bank deposits	997,597	889,226
	(ii) Interest on Investments	4,576,436	4,079,301
		5,574,033	4,968,527
(b)	Rent Received	900,000	150,000
(c)	Service tax Recovered	-	462,000
(d)	Miscellaneous .Income	1,000	1,200
(e)	Sundry credit balances written back	42,957	49,850
	Total	**6,517,990**	**5,631,577**
18	**EMPLOYEE BENEFITS EXPENSE**		
	Salaries, Allowances and Bonus	4,541,034	2,834,735
	Staff Welfare Expenses	75,025	62,909
	Leave Encashment	183,888	173,419
	Contribution to Group Gratuity Scheme	109,173	423,363
	Total	**4,909,120**	**3,494,426**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2016 (CONTINUED)

		Year ended 31st March 2016 ₹	Year ended 31st March 2015 ₹
19	**OPERATION AND OTHER EXPENSES**		
(a)	Legal & Professional Charges (See Note (i) below)	6,385,391	4,291,535
(b)	Conference Expenses	-	3,924,002
(c)	Rent	2,280,000	892,630
(d)	Honorarium	940,700	244,300
(e)	Printing, Stationery and Xerox Charges	487,503	306,712
(f)	Travelling & Conveyance	1,222,358	1,497,259
(g)	Telephone Charges	170,378	115,800
(h)	Electricity Expense	242,231	205,429
(i)	Repairs & Maintenance	209,946	457,357
(j)	IT Support Charges	225,000	-
(k)	Auditors' Remuneration (see Note (ii) below)	42,000	43,000
(l)	Expenses on Monitoring of Advertisements	181,000	1,680,000
(m)	Website Expenses	534,225	156,504
(n)	ASCI Awareness Expenses	2,344,762	2,109,718
(o)	Irrecoverable amounts written off	108,289	16,132
(p)	Service Tax (See Note (iii) below)	-	35,492
(q)	Provision for Doubtful debts	158,456	315,763
(r)	Miscellaneous Expenses (See Note (iv) below)	672,592	536,713
Total		**16,204,831**	**16,828,346**

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	30,000
(b)	Other services	15,000	15,000
		45,000	45,000

(ii) Auditors' remuneration comprises:-

(a)	Audit fees	42,000	42,000
(b)	Other services	-	1,000
		42,000	43,000

(iii) Service tax includes :-

(a)	Interest and Other Charges	-	6,948
(b)	Interest and Other Charges in respect of earlier years	-	28,544
		-	35,492

(iv) Miscellaneous Expenses include :-

(a)	Repairs to Premises (including society outgoings)	301,227	343,645
(b)	Repairs to Computers	93,431	113,712
(c)	Insurance	12,779	-
		407,437	457,357

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2016 (CONTINUED)

		Year ended 31st March 2016 ₹	Year ended 31st March 2015 ₹
20	**FOREIGN CURRENCY EARNINGS AND EXPENDITURE**		
(a)	Foreign Currency Earnings	-	-
(b)	Foreign Currency Expenditure (Expenditure towards Membership fee of European Advertising Standards Alliance)	97,476	111,025

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

Signatures to Notes 1 to 21

For and on behalf of the Board of Governors

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

(Lalit Khanna)
Partner
Membership No. 5185

Place : Mumbai
Date : 14th July 2016

Benoy Roychowdhury
Chairman

Members :
Narendra Ambwani
Subhash Kamath
S.K. Palekar
Shashidhar Sinha
Srinivasan K. Swamy
I. Venkat

ASCI awareness campaign on World Consumer Rights Day



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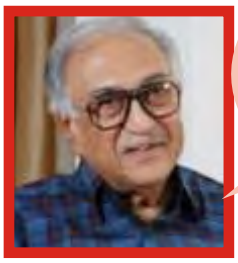
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Former Chairman – ASCI (1995-96)



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Former Chairman – ASCI (2008-09),



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Mr. N. Murali
Former Chairman – ASCI (2003-2004)



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Mr. Narendra Ambwani
Former Chairman – ASCI (2014-15),



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Mr. Partha Rakshit
Former Chairman, ASCI-(2013-14)



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Mr. S.K. Swamy
Vice Chairman (ASCI)



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