ASCI

The Advertising Standards Council Of India

31st Report & Accounts of 2016-17



ASCI

Cascade of Collaborations with Govt.

MoU with FSSAI







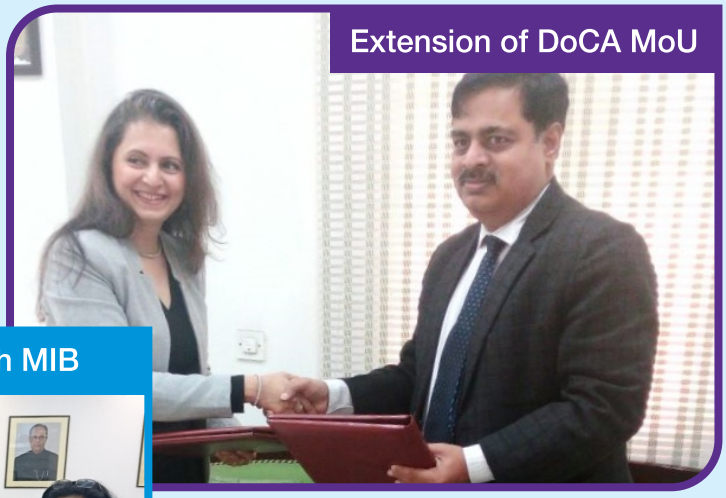
MoU with Min. of AYUSH







Extension of DoCA MoU



Meeting with MIB





FSSAI - Food Safety and Standards Authority of India
Min. of AYUSH – Ministry of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy

DoCA – Department of Consumer Affairs
MIB – Ministry of Information and Broadcasting

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AUDITORS :

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

REGISTERED OFFICE :

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

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

BOARD OF GOVERNORS



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



Ms. Abanti Sankaranarayanan
Vice Chairman (ASCI)
Vice Chairperson
Confederation of Indian Alcoholic Beverage Companies



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



Mr. Narendra Ambwani
Director
Agro Tech Foods Ltd.



Mr. Dev Bajpai
Exe. Director Legal & Corporate Affairs & Company Secretary
Hindustan Unilever Ltd.



Mr. Rohit Gupta
President - Network Sales & International Business
Sony Pictures Networks India P. Ltd.



Mr. Raj Jain
CEO
Bennett Coleman & Co. 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
Adjunct Professor & Advisor - Executive Education
Institute of Management Technology



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



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



Mr. Benoy Roychowdhury
Executive Director
HT Media Ltd.



Mr. D. Shivakumar
Chairman & CEO
PepsiCo India Holdings P. Ltd.

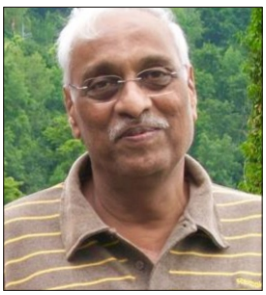


Mr. Prashant Singh
Managing Director
Nielsen (India) P. Ltd.



Mr. Gurmit Singh
Managing Director
Yahoo India Pvt. Ltd.

CONSUMER COMPLAINTS COUNCIL MEMBERS



Mr. Hemant Agarwal (a)
Managing Director
Associated Advertising P. Ltd,
Hyderabad



Mr. Nagesh Alai (b)
Chairman
FCBUlka Group, Mumbai



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



Prof. Dr. Sunil Bhagwat
Professor of Chemical Engineering
ICT Mumbai



Dr. Narendra Bhatt
Ayurvedic Consultant &
Researcher, Mumbai



Ms. Neelima Burra (c)
Chief Marketing Officer
Cargill India P. Ltd,
Gurgaon



Mr. Ajay Dang
Head of Marketing -
Homecare & Media
Godrej Consumer Products Ltd, Mumbai



Mr. Jehangir Gai
Senior Journalist/Consumer Activist,
Mumbai



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



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



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



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



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



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



Ms. Manisha Kapoor
Consultant
Future Brands Ltd., Mumbai

(a) w.e.f. 8/2016
(b) Resigned 8/2016
(c) w.e.f. 8/2016
(d) Resigned 8/2016
(e) Resigned 7/2016
(f) Resigned 2/2017



Mr. Rajiv Kental (g)
President Marketing
Amar Ujala Publications Ltd.
Noida



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



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



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



Mr. Arvind Mahajan
Managing Partner,
Samiksha Advisors LLP,
Mumbai



Mr. Pradyuman Maheshwari (i)
Editor-in-Chief & CEO
MxMIndia,
Mumbai



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



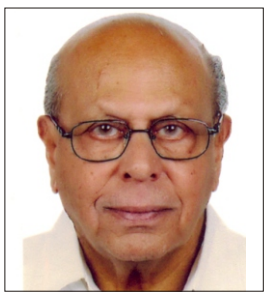
Ms. Hephzibah Pathak
President
Ogilvy & Mather,
Mumbai



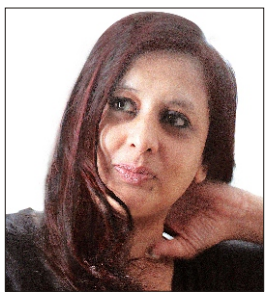
Dr. Suhas H. Pingle
Member of Maharashtra Medical
Council (2011 to 2016),
Mumbai



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



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



Ms. Tista Sen
National Creative Director &
Sr. Vice President
J. Walter Thompson, Mumbai



Ms. P. N. Vasanti
Director CMS New Delhi



Ms. Gayatri Yadav
Marketing & Communications,
Star India P. Ltd., Mumbai

(g) w.e.f. 8/2016
(h) Resigned 6/2016
(i) w.e.f. 4/2016

BOARD MEMBERS ATTENDANCE

Attendance of the members of the Board of Governors of The Advertising Standards Council of India at Board Meetings from 351st meeting held on April 14th, 2016 to the 363rd meeting held on March 9th, 2017 (13 Meetings held)

Name of Member		Meeting Applicable	Meeting Attended
Mr. Srinivasan K. Swamy		13	11
Ms. Abanti Sankaranarayanan		13	7
Mr. Shashidhar Sinha		13	8
Mr. Narendra Ambwani		13	7
Mr. Rajan Anandan	(a)	4	0
Mr. Dev Bajpai	(b)	9	7
Mr. Rohit Gupta	(c)	9	2
Mr. Raj Jain	(d)	9	3
Mr. Subhash Kamath		13	5
Mr. Sunil Lulla		13	7
Prof. S.K. Palekar		13	9
Mr. N.S. Rajan		13	8
Mr. Al Rajwani		13	5
Mr. Benoy Roychowdhury		13	8
Mr. Arunabh Das Sharma	(e)	3	1
Mr. D. Shivakumar		13	4
Mr. Gurmit Singh	(f)	9	6
Mr. Prashant Singh		13	5
Mr. Samir Singh	(g)	3	0
Mr. I. Venkat	(h)	5	2

(a) resigned 8/2016
(b) w.e.f. 7/2016
(c) w.e.f. 7/2016
(d) w.e.f. 7/2016
(e) resigned 7/2016
(f) w.e.f. 8/2016
(g) resigned 7/2016
(h) retired 8/2016

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	-	8/16
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
Deshpande M.B.	10/85	-	12/86
Dev Bajpai	7/16	-	
Dharmadhikari C.S.	11/94	-	8/96
D'Souza J.B.	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
Gupta Rohit	7/16	-	
Irani C.R.	9/99	-	7/05
Jain Harish	10/85	-	6/88
Jain Raj	7/16	-	
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	-	9/05
Kaushik Vikram	9/05	-	2/11
Keskar Dhananjay	9/04	-	3/13
Khalap Kiran	9/98	-	9/99
Khanna M.K.	9/92	-	9/93
Khorakiwala F.T.	8/89	-	9/99
Khosla Shantanu	7/05	-	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
Sankarnarayanan Abanti	4/13	-	
Samuel Derrick	9/2000		4/02
Sayani Ameen	10/85	-	2/87
-do-	6/88	-	7/95
Sehgal Ram	7/95	-	10/2000
-do-	12/2000	-	6/05
Sen Siddharth	1/87	-	8/89
Sharma Arvind	7/05	-	7/15
Sharma Arunabh Das	9/14	-	7/16
Sheopuri R.C.	9/90	-	9/94
Shivakumar D.	6/15	-	
Shourie Deepak	9/97	-	9/99
Singh Gurmit	8/16	-	
Singh Jayant	9/13	-	3/15
Singh Prashant	3/16	-	
Singh Samir	10/14	-	7/16
Singh R.K.	10/2000	-	2/02
Sinha Shashidhar	2/13	-	
Sinha Tara	1/87	-	9/91
Sista Shambhu 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	-	8/16
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 Hemant	8/16	-	
Agarwal Sharda	7/04	-	2/05
- do -	6/13	-	12/14
Alai Nagesh	11/12	-	8/16
Ambwani Narendra	9/13	-	9/14
Ansari Tarique	10/94	-	3/95
Arya Pramesh	6/07	-	1/14
Athavankar U.A.	7/86	-	9/04
Ayer S.R.	7/88	-	9/90
Bangalore Ganesh	3/14	-	9/15
Balsara Farokh	4/05	-	10/06
Balsara Sam	9/99	-	8/2000
Bellare Jayesh	12/13	-	
Bhagwat Sunil	6/13	-	
Bhandari L.	10/85	-	4/88
Bhatt Narendra	6/13	-	
Bijapurkar Ashoke	9/04	-	5/05
Bilimoria Pheroza	9/90	-	10/91
Bose Amol Kumar	10/91	-	9/92
Burra Neelima	8/16	-	
Chinai Jaimini	8/99	-	5/01
Chitnis Suma	2/03	-	1/13
DalalSucheta	4/12	-	3/16
Dang Ajay	5/15	-	
Dasgupta A.	12/93	-	7/95
Das Gurcharan	10/85	-	4/88
Das Bhaskar	9/06	-	8/07
Deshpande Anuradha	10/04	-	11/09
Desouza Lynn	5/15	-	7/15
D'Monte Darryl	12/99	-	11/09
Dube Rajiv	9/09	-	8/10
Gai Jehangir	1/14	-	
Ghosal Subash	10/85	-	4/88
Ghosh Atanu	2/15	-	
Ghosh Satyaki	10/15	-	8/16
Gonsalves Camille	12/02	-	5/05
Govindrajan Vishwas	5/14	-	7/16
Gupte Ketaki	5/15	-	2/17
Halve Anand	9/96	-	12/97
Jain Harish	5/87	-	4/88
Jain Urmila	9/2000	-	8/01
Jayaraman N.	1/92	-	4/99
Jhawer P.K.	7/86	-	8/96
Joshi Paritosh	1/06	-	7/15
Kamath Madhukar	9/07	-	9/08
Kamath M.V.	10/85	-	9/95
Kamath Prem	6/08	-	
Kant Ravi	5/02	-	8/02
Kapadia Bharat	9/98	-	8/99
Kapila Sangeeta	4/08	-	11/15
Kapoor Manisha	5/15	-	
Karkaria Bachi	12/99	-	4/2000
Kasad Aazmeen	2/13	-	
Kental Rajiv	8/16	-	
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	-	
Maheshwari Pradyuman	4/16	-	
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	-	6/16
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	-	8/98
Patel Udayan	12/02	-	10/04
Pathak Hephzibah	10/10	-	
Patil Shilpa	12/06	-	10/10
Pendurkar Sangeeta	6/05	-	4/07
Pereira Roger	10/92	-	9/93
Pingle Suhas	12/14	-	
Pisharody Ravi	7/99	-	6/04
Poddar Ram	5/05	-	9/05
Potdar R.D.	10/04	-	10/14
Puri Bharat	9/05	-	12/05
Purohit Apurva	6/03	-	2/04
Rakshit Goutam	10/03	-	9/04
Rakshit Partha	9/12	-	9/13
Ramachandran Anita	11/06	-	4/08
Ramakrishnan R.	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
Sane Ramesh T	3/14	-	12/14
Sardesai Nandini	6/04	-	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	-	8/97
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
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	-	

March 31st, 2017

LIST OF MEMBERS - AS ON MARCH 31ST 2017

CATEGORY A - ADVERTISERS

1. Aachi Masala Foods (P) Ltd.
2. Abbott Healthcare P. 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. Apollo Tyres Ltd.
13. Aptech Ltd.
14. Arabian Nights P. Ltd.
15. Asian Paints (I) Ltd.
16. Bacardi India P. Ltd.
17. Bajaj Auto Ltd.
18. Bajaj Corp Ltd.
19. Bajaj Electricals Ltd.
20. Ban Labs P. Ltd.
21. Beam Global Spirits & Wine (I) P. Ltd.
22. Berger Paints India Limited
23. Bharat Petroleum Corp Ltd.
24. Bharti Airtel Ltd.
25. Birla Sun Life Asset Management Company
26. Birla Sun Life Insurance Co. Ltd.
27. Britannia Industries Ltd.
28. Cadila Health Care Ltd.
29. Cargill India P. Ltd.
30. Castrol India Ltd.
31. Ceat Ltd.
32. Cipla Ltd.
33. Citibank N.A.
34. Coca-Cola India P. Ltd.
35. Colgate - Palmolive (India) Ltd.
36. Colorbar Cosmetics P. Ltd.
37. Crompton Greaves Consumer Electricals Ltd.
38. Dabur India Ltd.
39. Dalmia Continental P. Ltd.
40. Danone Group
41. Dharampal Satyapal Ltd.
42. Diageo India P. Ltd.
43. Eicher Motors Ltd.

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

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

136. Sanjeevan Netralaya
137. Sat Kartar Shopping P. Ltd.
138. SBS Biotech - Unit II
139. Sistema Shyam Teleservices Ltd.
140. Tata Chemicals Ltd.
141. Tata Consultancy Services Ltd.
142. Tata Global Beverages Ltd.
143. Tata Motors Ltd.
144. Tata Services Ltd.
145. Tata Steel Ltd.
146. Tele Trade Shopping Sky Shop
147. The Himalaya Drug Company
148. The Hongkong & Shanghai Banking Corporation Ltd.
149. The Ramco Cements Ltd.
150. Thomas Cook India Ltd.
151. Titan Company Ltd.
152. Total Oil India P. Ltd.
153. Toyota Kirloskar Motor P. Ltd.
154. Triumphant Institute of Management Education P. Ltd.
155. TTK Healthcare Ltd.
156. TTK Prestige Ltd.
157. TVS Motors Company Ltd.
158. United Biscuits P. Ltd.
159. United Spirits Ltd.
160. Valkhades Ayurvedic P. Ltd.
161. VIP Industries Ltd.
162. VLCC Health Care Ltd.
163. Volkswagen Group Sales India P. Ltd.
164. Voltas Ltd.
165. VST Industries Ltd.
166. Whirlpool of India Ltd.
167. Wipro Enterprises Ltd.
168. Wrigley India P. Ltd.
169. WWS Skyshop P. Ltd.
170. YES Bank Ltd.

CATEGORY B - MEDIA ORGANIZATION

1. ABP News Network P. Ltd.
2. Adsert Web Solutions P. Ltd.
3. Amar Ujala Publications Ltd.
4. Anarghyaa ETech Solutions P. Ltd.
5. Bennett Coleman & Co. Ltd.
6. Business Broadcast News P. Ltd.
7. Business India Publications Ltd.
8. Business Standard P. Ltd.

9. Chitralekha
10. Dainik Bhaskar Group
11. Diligent Media Corporation Ltd.
12. Discovery Communications India
13. Disney Broadcasting (India) Ltd.
14. Divya Broadcasting Network P. Ltd.
15. Eenadu
16. Entertainment Network (India) Ltd.
17. Fresh Staples
18. Google India P. Ltd.
19. Hari Bhoomi Communications 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. Svantah Digital Advertising P. Ltd.
37. Tata Sky Ltd.
38. TETE Enterprises P. Ltd.
39. The Mathrubhumi Printing & Publishing Co. Ltd.
40. The Printer (Mysore) P. Ltd.
41. Times Global Broadcasting Co. Ltd.
42. Turner International India P. Ltd.
43. TV18 Broadcast Ltd.
44. Viacom18 Media P. Ltd.
45. Yahoo India P. Ltd.
46. Zee Entertainment Enterprises Ltd.

CATEGORY C - ADVERTISING AGENCIES

1. Adcircle P. Ltd.
2. Adfactors Advertising
3. Adsyndicate Services P. Ltd.

4. Adwit (India) P. Ltd.
5. Akar Advertising & Marketing P. Ltd.
6. Akshara Advertising Ltd.
7. Alaknanda Advertising P. Ltd.
8. Associated Advertising P. Ltd.
9. Astral Advertising & Marketing India P. Ltd.
10. Bates India P. Ltd.
11. BBDO India P. Ltd.
12. BBH Communications India P. Ltd.
13. Bensons Advertising P. Ltd.
14. Bhavya Publicity
15. Bidhan Advertising & Marketing P. Ltd.
16. Carat Media Services (I) P. Ltd.
17. Cheil India P. Ltd.
18. Concept Communication Ltd.
19. Contract Advertising (I) P. Ltd.
20. Crayons Advertising Ltd.
21. Curry-Nation Brand Conversations P. Ltd.
22. Cut The Crap
23. daCunha Communications P. Ltd.
24. DDB Mudra P. Ltd.
25. Degree 360 Solutions P. Ltd.
26. Dentsu India P. Ltd.
27. Dentsu One P. Ltd.
28. Dhandhania Agencies
29. Enthrall Communications P. Ltd.
30. Everest Brand Solutions P. Ltd.
31. FCBInterface Communications Pvt. Ltd.
32. FCBUlka Advertising P. Ltd.
33. Goldmine Advertising Ltd.
34. Grey Worldwide (I) P. Ltd.
35. Group M Media India P. Ltd.
36. Havas Worldwide India P. Ltd.
37. HTA Marketing Services P. Ltd.
38. Indo Aryan Publicity
39. Inter Publicity P. Ltd.
40. J. Walter Thompson
41. JWT Mindset Advertising P. Ltd.
42. Karishma Advertising P. Ltd.
43. Kautilya Multicreation P. Ltd.
44. Lalit Advertising
45. Law & Kenneth Saatchi & Saatchi P. Ltd.
46. Leo Burnett
47. Lintas India P. Ltd.
48. MAA Communications Ltd.
49. Madison Communications P. Ltd.

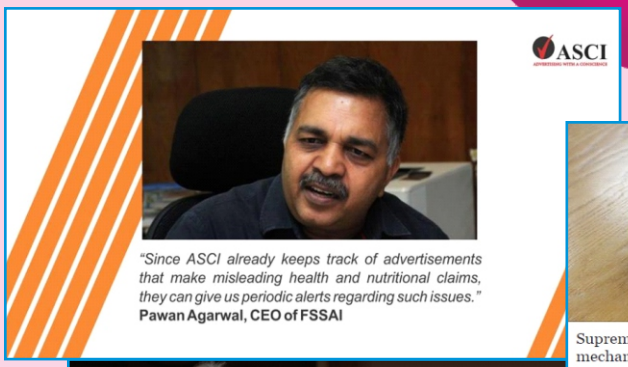
50. Manipal Advertising Services P. Ltd.
51. McCann-Erickson (I) P. Ltd.
52. Media Circle P. Ltd.
53. Mediabrands India P. Ltd.
54. Mediacom Communications P. Ltd.
55. Mercantile Advertising
56. Metieta Advertising P. Ltd.
57. Mullen Lintas P. Ltd.
58. Multi Media Features P. Ltd.
59. MX Advertising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

96. The Brand Fibre
97. The Flagship Advertising P. Ltd.
98. Total Advertising Solutions (I) P. Ltd.
99. Touchstone Advertising & Marketing Service
100. Triton Communication P. Ltd.
101. Venturers Advertising P. Ltd.
102. Vermillion Communication P. Ltd.
103. ViewPoint Advertising Agency
104. XEBEC Communications P. Ltd.

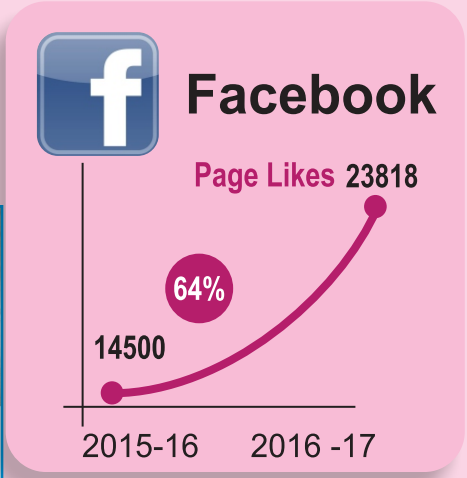
CATEGORY D - ALLIED PROFESSIONS

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. Highlight Films P. Ltd.
10. IBS Business School
11. IMS Learning Resources P. Ltd.
12. Institute of Management Technology
13. Ketchum Sampark P. Ltd.
14. Mudra Institute of Communications
15. Nielsen (India) P. Ltd.
16. Partha Rakshit Associates
17. Paul Media Promoters
18. Perfect Relations P. Ltd.
19. Provocateur
20. Roger Pereira Communications P. Ltd.
21. Sayani Radiotel Advertising
22. S.P. Jain Institute of Management & Research
23. Spatial Access P. Ltd.
24. Steve Cragg Advertising P. Ltd.
25. The Tobacco Institute of India
26. Unique Blocks
27. Vriddhi Consulting

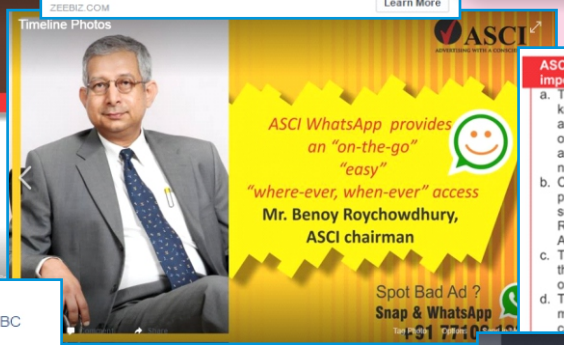
Social Media Impact







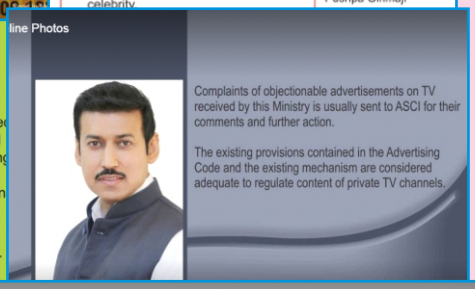






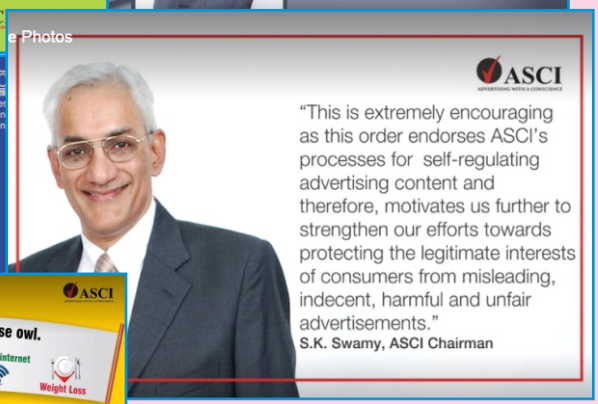














LinkedIn Total Followers 1.7K



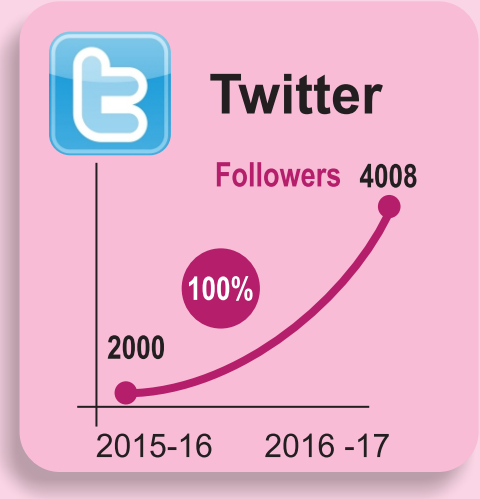






* Creative representation - Not to scale - April 2016 - March 2017

Social Media Impact



* Creative representation - Not to scale -April 2016 - March 2017

Anuradha SenGupta ... Apr 1
Fair to conclude that @ascionline supports Consumer Affairs Ministry suggestion that celeb endorsers be liable for misleading ads?

ASCI @ascionline
Replying to @anuradhasays
Adherence to this would mean #celebrity could make correct choices in ads ! We would want @irvpaswan @consaff to refer to these guidelines

Stephane Martin
@smartinarpp

Honored to have @ascionline as one of @AdvertisingEASA corresponding member, sharing its 30 years experience in #India with us

ASCI @ascionline
#ChairmanSpeaks @bsindia
amy

CNBC-AWAAZ retweeted
ASCI @ascionline 22d
एएससीआई के चेयरमैन बनें स्वामी
bit.ly/2cy9z7B @CNBC_Awaaz @Sbhandral #CNBC

All About Ads Prime ... Apr
About time. Kudos @ascionline

ASCI @ascionline
ASCI issues Guidelines for #Celebrities in #Advertising @allaboutadsNDTV @ndtv @NDTVPrime

Zee Business retweeted
ASCI @ascionline 9d
#ASCI Chairman Speaks @ZeeBusiness on Agenda 2016-17 bit.ly/2drkEVW @PKarunya

Shruti Verma Singh @s... 2d
An ad that's upset you? Here is the answer ....

ASCI @ascionline
Confusion about where to #Complain? Knock on the right door.

#webdev #popupprompt #ad

Oliver Gray @olibxlgray 41m
Novel way to advertise the brief for a commercial on self-regulation code

ASCI @ascionline
#WorthyWeekend Make the most of this. #ASCIVideo Contest Cash prizes upto 50K bit.ly/2nKiTL6 @dentsuaegis @FollowTaproot

ASA followed you
ASA
@ASA_UK
We're the Advertising Standards Authority, the UK's in
regulat
across

FICCI retweeted
ASCI @ascionline 5d
#today #ASCI at #Massmerize 2016, #today discussion at 2pm #Responsibleadvertising #RT @ficci_india @consaff pic.twitter.com/PRcuG17mUv

EASA retweeted 2d
ASCI @ascionline 6d
#ASClinNews Supreme Court recognizes the role of ASCI in its recent judgment bit.ly/2jT62Fn @AdvertisingEASA

TRAX_TrafficZam.com ... 16d
Road Safety in India on a right Track now. But need to keep eye on such things.

ASCI @ascionline
#ASClinNews Read at:
bit.ly/28VFGrX #RoadSafe
Ready Reckoner:
bit.ly/28XDwNC
@Trafficzam_DEL
pic.twitter.com/Bmcpp330

afaqs! @afaqs 20d
Want to complain about an objectionable ad? WhatsApp info to @ascionline on +917710012345
bit.ly/1QLCWQW
pic.twitter.com/NEruxeZ5tl

Open

Madhavan Narayanan
@madversity

Wow. RT @ascionline #HappyMakarSankranti If you let go a #BadAd, more start soaring. Complain to ascionline.org

2:34pm · 15 Jan 2016 · Twitter Web Client

1 RETWEET 1 LIKE

BOARD OF GOVERNOR'S REPORT

Dear Members,

Your Board of Governors have pleasure in presenting the 31st Annual Report along with the Balance Sheet, Income and Expenditure Account and Auditors' Report for the year ended on 31st March, 2017.

Financial Highlights:

The highlights of your Company's financial results for the period ended March 31, 2017 are as follows:

Particulars	Financial year ended March 31st, 2017 ₹	Financial year ended March 31st, 2016 ₹
Revenue From operations and other Income	41,965,044	27,676,490
Surplus before Depreciation	14,868,227	6,562,539
Less: Depreciation	(480,161)	(486,255)
Surplus for the year	14,388,066	6,076,284

Operational Review:

For the financial year ended 31st March, 2017, Revenue from operations and other Income is ₹ 41,965,044/- (Rupees forty one million nine hundred sixty five thousand forty four only) as compared to ₹ 27,676,490/-(Rupees twenty seven million six hundred seventy six thousand four hundred ninety only)

Your Company has earned a Surplus of ₹ 14,388,066/- (Rupees fourteen million three hundred eighty eight thousand sixty six only) as compared to the previous year surplus of ₹ 6,076,284/- (Rupees six million seventy six thousand two hundred eighty four only).

Revenue from operations and Surplus in the current year is higher than the previous year mainly due to the increase in the membership fee.

Meetings of the Board of Governors:

The Board of Governors met 13 times during the Financial Year 2016-17 respectively on the below Mentioned Dates.

14th April 2016,
12th May,
9th June,
14th July,
11th August,
9th September (before AGM),
9th September (after AGM)
13th October,
10th November,
8th December,
12th January 2017,
9th February,
9th March.

Board of Governors and Key Managerial Personnel (KMP):

During the financial year Mr. Dev Bajpai was appointed on the Board of Governors as on 9th June, 2016; Mr. Raj Jain was appointed as on 14th July, 2016; Mr. Rohit Gupta and Mr. Gurmit Singh was appointed as on 11th August, 2016.

Mr. I. Venkat was retired from Board of Governors with effect from 11th August, 2016.

Mr. Samir Singh has tendered his resignation with effect from 9th June, 2016. Mr. Arunabh Das Sharma resigned with effect from 14th July, 2016 and Mr. Rajan Anandan resigned with effect from 11th August, 2016.

At the ensuing Annual General Meeting the following members of the Board of Governors retires by rotation and being eligible offers themselves for appointment:

Mr. D. Shivakumar	Mr. AI Rajwani	Mr. Gurmit Singh	Mr. Benoy Roychowdhury
Mr. Sunil Lulla	Mr. Shashidhar Sinha	Mr. Prashant Singh	Mr. N.S. Rajan

Composition of the Consumer Complaints Council:
The Consumer Compliant Council is the committee of the Board of Governors to redress the complaint received by the Company. The composition of the committee is marked as **Annexure 'I'**.

Material Changes and Commitments:
There are 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, 2017.

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, 2017 is annexed hereto as **Annexure 'II'.**

Conservation of Energy, Technology Absorption:
Our Company has not carried out any business activities warranting conservation of the energy and technology absorption in accordance with Section 134 (3) (m) of the Companies Act, 2013 read with the Companies (Accounts) Rules, 2014. However, necessary steps have been taken by the Company to conserve the energy.

Foreign exchange Earnings and Outgo:
During the year under review the foreign exchange earnings were Nil and the Company has spent foreign exchange amounting €1411 equivalent to ₹ 103,779 was paid towards membership fee to European Advertising Standards Alliance (EASA), Belgium.

Deposits:
During the financial year ended as on 31st March, 2017 your Company has not accepted any deposits.

Details of Significant and Material Orders Passed by the Regulators, Courts And Tribunals:
During the financial year ended as on 31st March, 2017, no significant and material orders 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's 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 the employees at all levels.

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

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

In order to prevent sexual harassment of women at work place a new act The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 has been notified on 9th December, 2013. Under the said Act every company is required to set up an Internal Complaints Committee to look into complaints relating to sexual harassment at work place of any women employee.
The Company is committed to provide a safe and conducive work environment to its women employees.
During the year under review, no case of sexual harassment was reported till date.

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

Auditors and Auditors Report:
M/s Lalit Khanna & Co, Chartered Accountants, Mumbai (FRN: 105564W) Statutory Auditors of the Company, to hold office till the conclusion of the forthcoming Annual General Meeting of the Company and are eligible for re-appointment.

Pursuant to the provisions of Section 139 of the Companies Act, 2013 and the Companies (Audit and Auditors) Rules, 2014, it is proposed to appoint M/s Lalit Khanna & Co., Chartered Accountants, Mumbai (Registration No.

105564W), the Statutory Auditors of the Company from the conclusion of the forthcoming 31st Annual General Meeting till the conclusion of the 35th Annual General Meeting to be held in the year 2021. 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.

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.

Statutory Auditors Report and frauds reported, if any:
The Auditor's Report to the Shareholders on the Accounts of the Company for the Financial Year ended 31st March 2017 does not contain any qualifications or reservation or adverse remarks or disclaimers. Further there have been no instances of fraud reported by the Auditors under Section 143(12) of the Companies Act and the rules framed thereunder either to the Company or to the Central Government.

Board of Governors' Responsibility Statement:
In accordance with the provisions of Section 134(5) of the Companies Act 2013, your Board of Governors state that:

a) n the preparation of the annual accounts for the financial year ended 31st March, 2017, the applicable accounting standards had been followed along with proper explanation relating to material departures;

b) ad 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 as at 31st March, 2017 and of the income of the Company for that period;

c) had taken proper and sufficient care for the maintenance of adequate accounting records in accordance with the provisions of the Companies, Act 2013 for safeguarding the assets of the company and for preventing and detecting fraud and other irregularities;

d) had prepared the annual accounts on a going concern basis;

e) had devised proper systems to ensure compliance with the provisions of all applicable laws and that such systems were adequate and operating effectively.

Acknowledgements:
Your Board of Governors take this opportunity to place on record their appreciation of the dedication and commitment of the employees of the Company. Your Board of Governors 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 Governors,
For The Advertising Standards Council of India

Srinivasan K. Swamy
Chairman
DIN : 00505093

Date: 13th July, 2017
Place: Mumbai

Annexure - I

CCC MEMBERS ATTENDANCE

Attendance of the members of the Consumer Complaints Council of The Advertising Standards Council of India CCC Meetings from held on April 2016 To March 2017 (49 Meetings held).

Name of Member		Meeting Applicable	Meeting Attended
Mr. Hemant Agarwal	(a)	15	4
Mr. Nagesh Alai	(b)	8	6
Prof. Dr. Jayesh Bellare		25	16
Prof. Dr. Sunil Bhagwat		24	11
Dr. Narendra Bhatt		25	14
Ms. Neelima Burra	(c)	14	2
Mr. Ajay Dang		24	9
Mr. Jehangir Gai		25	26
Prof. Atanu Ghosh		24	22
Mr. Satyaki Ghosh	(d)	10	1
Mr. Vishwas Govindrajan	(e)	9	0
Ms. Ketaki Gupte	(f)	21	18
Mr. Prem Kamath		25	12
Ms. Aazmeen Kasad		24	17
Ms. Manisha Kapoor		24	10
Mr. Rajiv Kental	(g)	14	4
Ms. Mrinalini Kher		25	20
Dr. Vaibhav Kulkarni		24	17
Ms. Meenakshi Menon	(h)	5	2
Mr. Arvind Mahajan		25	17
Mr. Pradyuman Maheshwari	(i)	24	16
Mr. Bejon Kumar Misra		24	15
Ms. Hephzibah Pathak		25	12
Dr. Suhas H. Pingle		24	7
Ms. Aarti Rele		25	11
Mr. Shambhu V. Sista		24	26
Ms. Tista Sen		25	4
Ms. P. N. Vasanti		25	6
Ms. Gayatri Yadav		24	7

(a) w.e.f. 8/2016
(b) Resigned 8/2016
(c) w.e.f. 8/2016
(d) Resigned 8/2016
(e) Resigned 7/2016
(f) Resigned 2/2017
(g) w.e.f. 8/2016
(h) Resigned 6/2016
(i) w.e.f. 4/2016

Annexure - II

Form No. MGT-9

Extract of Annual Return

As on the financial year ended on 31.03.2017

[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: (Not Applicable)

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

Not Applicable as the Company is a Section 8 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-2016]				No. of Shares held at the end of the year [As on 31-March-2017]				% 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.	-	-	-	-	-	-	-	-	-

Category of Shareholders	No. of Shares held at the beginning of the year [As on 31-March-2016]				No. of Shares held at the end of the year [As on 31-March-2017]				% Change during the year
	Demat	Physical	Total	% of Total Shares	Demat	Physical	Total	% of Total Shares	
i) Indian	-	-	-	-	-	-	-	-	-
ii) Overseas	-	-	-	-	-	-	-	-	-
b) Individuals	-	-	-	-	-	-	-	-	-
i) Individual shareholders holding nominal share capital upto. 1 lakh	-	-	-	-	-	-	-	-	-
ii) Individual shareholders holding nominal share capital in excess of Rs 1 lakh	-	-	-	-	-	-	-	-	-
c) Others (specify)	-	-	-	-	-	-	-	-	-
Non Resident Indians	-	-	-	-	-	-	-	-	-
Overseas Corporate Bodies	-	-	-	-	-	-	-	-	-
Foreign Nationals	-	-	-	-	-	-	-	-	-
Clearing Members	-	-	-	-	-	-	-	-	-
Trusts	-	-	-	-	-	-	-	-	-
Foreign Bodies - DR	-	-	-	-	-	-	-	-	-
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 shareholding 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	-	-	-	-
2	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):	-	-	-	-
3	**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 Governors
For The Advertising Standards Council of India

Srinivasan K. Swamy
Chairman
DIN : 00505093

Date: 13th July, 2017
Place: Mumbai

ASCI

Life at ASCI































ASCI

Life at ASCI



























ASCI

DoCA's Consumer Mela'16





















DoCA – Department of Consumer Affairs

ASCI

Goafest'17





















MANAGEMENT DISCUSSION AND ANALYSIS REPORT: 2016-17

We take pleasure in presenting the Thirty-first Report of the Advertising Standards Council of India (ASCI), together with the Statement of Accounts for the period 2016–2017.

HIGHLIGHTS OF THE YEAR

ASCI is committed to the cause of Self-Regulation in Advertising. Ensuring protection of the interests of consumers is at the core of ASCI's Mission so that it can enhance the public's confidence in Advertising. This year marked some impressive advancements by your Council towards this goal. ASCI unveiled its new consumer focused tagline on the occasion of World Consumer Rights Day, 15th March 2017, which succinctly captures the essence of ASCI's role i.e. ASCI is for Honesty, Decency, Responsibility and Fairness in advertisements – **"So you can trust advertising"**.

The vibrancy and variety of ASCI's work can be seen through the phenomenal progress your Council has made during the year. From formal tie-ups with various regulators, distinct recognitions received from prominent external organizations, to relentless improvements and additions to ASCI's Self-Regulation Code, Guidelines and Processes, your Council continues to raise the bar for effective Self-Regulation in Advertising.

The Self-Regulation mechanism received positive re-enforcement in a Supreme Court Judgement in the matter titled "Common Cause (A Regd Society) Vs Union of India and others" in January 2017. The argument made before the Hon'ble Supreme Court in Union of India's Counter was that there currently is a tier-system of regulation, which includes both self-regulation as well as statutory provisions. In its judgment, after carefully analyzing the provisions of the Cable TV Act and Rules, as well as the submissions presented by the Central Government regarding the necessity of self-regulation in media, the Hon'ble Court concluded that the current regulatory mechanism involving both statutory and self-regulatory system serves as a sufficient media content regulator and needs no interference. The grievance redressal platform provided by self-regulatory bodies, therefore, function as the first step for aggrieved consumers against content which might not be in line with the existing laws, mentioned the order.

Post one year of successful collaboration, the Department of Consumer Affairs (DoCA) renewed their Memorandum of Understanding (MOU) with ASCI for the second consecutive year. During the year under review, your Council looked into more than 2300 complaints received through DoCA's Grievances Against Misleading Advertisements (GAMA) portal (gama.gov.in). DoCA also increased their sanctioned grant from Rs.10 lakhs to Rs.16 lakhs for the second year to undertake this project.

Two other significant achievements of this year are the MOUs that your Council has inked with the Food Safety and Standards Authority of India (FSSAI) in June 2016 and the Ministry of AYUSH in January 2017. In addition to processing complaints received by ASCI, both the regulators have given a mandate to ASCI to conduct suo moto surveillance of Print and TV media. With these two MOUs, your Council has been sanctioned a grant of Rs. 6 lakhs and Rs. 7.5 lakhs respectively from FSSAI and AYUSH. Collectively, the three MOUs are a reflection of a special place ASCI has built for itself as a credible Self-Regulatory Organisation (SRO) for the regulators to "co-regulate" advertising content.

The incidence of misleading advertisements is high in the AYUSH sector as well as Food and Beverages Sector. Hence the two MOUs with the Sector Regulator would strengthen ASCI's role further in terms of ensuring better self-regulation and for receiving prompt compliance from advertisers and media. Further, the Ministry of AYUSH issued an advisory to manufacturers' associations stating that that the concerned advertiser/manufacturer, as and when informed by ASCI of an inappropriate advertisement, should comply within the given timelines, failing which action would be initiated by the State Authority against the defaulting advertiser. The Central Council of Indian Medicine also put out a warning to all State Medical Councils asking them to be vigilant regarding misleading advertisements. The FSSAI, too, issued show cause notices to non-compliant advertisers and published the same on their website.

In December 2016, your Council had the opportunity to depose before the Parliamentary Standing Committee on Food, Consumer Affairs and Public Distribution, which examined the Consumer Protection Bill, 2015. This Bill has been introduced in the Parliament and the Parliamentary Standing Committee has recommended stringent provisions to tackle misleading advertisements, as well as to fix liability on endorsers/celebrities. We understand from media reports that one of the recommendations of the Standing Committee include giving more powers to ASCI to check misleading advertisements.

We are happy to share that ASCI is a member of a 16 member Expert Committee constituted by the Ministry of Health and Family Welfare. This Committee would provide a comprehensive set of recommendations to FSSAI and other nodal agencies for implementation of evidence based strategies for reducing consumption of High Fat Sugar and Salt (HFSS) foods and Sugar Sweetened beverages (SSBs). ASCI is the only non-Government Industry representative on this Committee and is being consulted on the way forward for matters pertaining to advertising of HFSS foods.

Your Council is also included in a committee constituted by the National Highways Authority of India (NHAI) under the Ministry of Road Transport and Highways to start Road Safety Education among Schools and Educational Institutes in the vicinity of identified black spots and to regulate the content of automobile advertisements.

With increasing number of questions being raised in the Parliament regarding misleading advertisements, there is a significant increase in the mentions of ASCI in the Lok Sabha and Rajya Sabha and ASCI's work against misleading / objectionable advertisements. All key regulators such as the Ministry of Information and Broadcasting (MIB), DoCA, Ministry of AYUSH and Ministry of Health have relied on information shared by your Council on these questions. Specific mentions from Minister of State (MoS), MIB, Col. Rajyavardhan Rathore and Mr. C R Chaudhary, Ministry of Consumer Affairs, Food & Public Distribution are welcome endorsements of ASCI's credibility as a SRO among regulators.

We are proud to inform you that your Council won a Gold at the European Advertising Standards Alliance (EASA) Global Best Practice Award for 2016 during EASA's biannual meeting in Athens held in May 2017. The prestigious award was for launching "ASCIonline" Mobile App that provides "Prompt and efficient complaint handling at no cost to the consumer". It is the first ever such app being used by any Advertising SRO Worldwide. We are also to note that ASCI has been invited to join the Executive Committee of International Council on Advertising Self-regulation (ICAS), which unites global SROs and international Industry Associations.

VARIOUS INITIATIVES TAKEN UP BY YOUR COUNCIL

RE-LAUNCH OF THE NATIONAL ADVERTISING MONITORING SERVICE (NAMS)

During 2012 – 2015, ASCI had successfully conducted a three year suo moto surveillance project for monitoring misleading advertisements in Print and TV media. This initiative was highly effective in screening a large number of misleading advertisements and was appreciated greatly by various stakeholders including regulators as it was seen a truly "proactive" approach by ASCI. Based on the encouraging feedback to this project, the NAMS project has been re-launched. ASCI has a tie up with Broadcast Audience Research Council (BARC) through which each of the 1,600 new TV Commercials and 45,000 new print advertisements per month are monitored for potentially misleading advertisements. ASCI tracks 32 national Newspapers (all editions) that contributes to over 80% of national newspaper readership, 50 magazines and 425 TV channels across the country in 14 languages. ASCI also tracks whether non-compliant advertisements have released again. This monitoring is a key element of our MOUs with the FSSAI and the Ministry of AYUSH.

INTRODUCTION OF INFORMAL RESOLUTION

An important addition made in ASCI's Consumer Complaints Council (CCC) Procedure is the introduction of a mechanism of resolving complaints through 'INFORMAL RESOLUTION' (IR) in May 2016. IR is an international practice followed in the UK and elsewhere, which ASCI wanted to evaluate for India.

While developing advertising communication, there could be genuine errors or inadvertent lapses by the advertiser that result in the advertisement violating the ASCI code. There could also be situations wherein the advertiser later recognises that their communication is in violation of the ASCI code and offers to make amends as deemed necessary. When such issues are brought to the attention of the advertiser by ASCI on receipt of a complaint (or on suo moto basis) and the advertiser is assuring prompt action to rectify those issues within a stipulated period (ten business days from the date of CCC's communication), ASCI would like to encourage such "Informal Resolution" of complaints. This new process helps to – (i) provide a quick redressal of consumer grievances which is greatly appreciated by consumers as well as regulators, (ii) makes judicious use of the CCC's time as they would be able to focus only on cases that need their attention, (iii) improves efficiency of the ASCI Secretariat as its resources are utilized effectively.IR option has received a very favourable response with complaints against 229 advertisements being disposed of via IR.

GUIDELINES ON 'DISCLAIMERS' MADE IN SUPPORTING, LIMITING OR EXPLAINING CLAIMS MADE IN ADVERTISEMENTS

ASCI had a guideline on "Minimum lettering size and duration requirement of Supers communicating Disclaimers, Qualifications, etc. in advertisements" that was first issued in year 2013. It was supplemented in year 2014 for Radio / Audio mandatories. It was considered necessary to further fine-tune these guidelines based on the experience of the CCC over the last couple of years. The purpose of this revised guideline is to help consumers to easily refer to the conditions applicable to a claim being made in the advertisement and to help advertisers to clearly qualify their claims and avoid the advertisement being seen as misleading by ambiguity.

MEETINGS WITH DoCA AND MIB OFFICIALS

A senior delegation from ASCI visited DoCA officials (Additional Secretary and the Joint Secretary) and also met the MoS of MIB, Col. Rathore and his team. The meetings were very productive and further strengthened our relationship with them. Both the ministries strongly support Self-Regulation mechanisms and ASCI in particular.

MEMBERS OF THE BOARD OF GOVERNORS

During the financial year, Mr. I. Venkat retired from the Board of Governors. Mr. Rajan Anandan, Mr. Arunabh Das Sharma and Mr. Samir Singh resigned from the Board. The Board wishes to place on record its appreciation of the valuable services rendered during their tenure. Mr. Dev Bajpai, Mr. Rohit Gupta, Mr. Raj Jain and Mr. Gurmit Singh were appointed to fill the vacancies.

CONSUMER COMPLAINTS COUNCIL (CCC) MEMBERS

During the year, Mr. Nagesh Alai, Mr. Satyaki Ghosh, Mr. Vishwas Govindrajan, Ms. Ketaki Gupte and Ms. Meenakshi Menon resigned from the CCC. Mr. Hemant Agarwal, Ms. Neelima Burra, Mr. Rajiv Kental and Mr. Pradyuman Maheshwari 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 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, 31 new members have enrolled during the year. 29 members did not renew their membership. The total number of members now stands at 347.

ANALYSIS OF ADVERTISEMENTS COMPLAINED AGAINST

The CCC met 49 times and deliberated on complaints against a total of 2300 advertisements. This significant increase compared to 2015-16 numbers (1389) is largely due to ASCI's suo moto monitoring project viz. National Advertisement Monitoring Services (NAMS) that was restarted in April 2016 after a gap of one year.

Complaints were upheld against 1242 advertisements whilst complaints against 454 advertisements were not upheld. In case of 229 advertisements that were complained against, the advertisers sought the newly introduced "Informal Resolution" (IR) option.

We have also started referring advertisements that the CCC considers to be, prima facie, in violation of The Drugs & Magic Remedies Act or The Drugs & Cosmetics Rules to the Ministry of AYUSH or the Ministry of Health, as the case may be. This ensures that the concerned regulator is alerted about the existence of such advertisements and they can initiate prompt action. There were 373 such advertisements falling in this category. Complaint against one advertisement was considered by the CCC to be outside of ASCI purview and one complaint is currently sub-judice.

The maximum number of complaints received were allegedly in violation of ASCI Code's Chapter I i.e. Advertisements that complainants considered to be making false, unsubstantiated or misleading claims (1790). Other complaints were - Under Chapter II – advertisements that were complained against for being offensive or indecent (12), Chapter III – encouraging or depicting dangerous practices (569) and Chapter IV- Unfair in competition (38). (Note: some complained advertisements covered more than one Chapter of the ASCI code.)

The maximum incidence of misleading advertisements as per complaints processed by ASCI were in the Healthcare sector i.e. Medical Services / Clinics (411) and Medicinal products (372). This is also largely a reflection of the suo moto surveillance that ASCI started as per an MOU signed with the Ministry of AYUSH in January 2017 and the NAMS project. Other sectors where misleading advertisements have been observed are

Education (479), Food & Beverages (319) and Personal Care (165). There has been an increase in complaints against advertisements from Telecom sector (89) versus last year (72).

64% percent of the advertisements complained against were print advertisements, whereas 20% were TV commercials. This is due to a large proportion of print advertisements getting shortlisted through NAMS. This year we see an increase in complaints against product packaging (48 versus 35 in year 2015-16) and hoardings (40 versus 32 in year 2015-16). This could be due to the ease of lodging complaints against advertisements appearing in such media via ASCI's Mobile App and WhatsApp number.

General Public

Out of the 1085 Advertisements complained against during the year (other than NAMS), complaints against 792 advertisements were received from the public. Of these, complaints against 346 advertisements were upheld, 367 were Not-Upheld while 17 advertisements were in contravention of The Drugs & Magic Remedies Act or The Drugs & Cosmetics Rules. For complaints against 61 advertisements, the advertisers sought IR and one complaint was sub-judice.

Intra Industry Complaints

Out of the 1085 advertisements complained against during the year (non-NAMS), 102 advertisements were intra-industry complaints based on what they considered as misleading advertising or unfair competitive advertising. Of these, complaints against 69 advertisements were upheld, while complaints against 25 were not upheld and complaints against 8 advertisements were resolved via IR.

Fast Track Complaints (FTC)

We received complaints against 25 advertisements during the year 2016-17 that were lodged by the ASCI members on a "Fast Track" basis. Of these, complaints against 16 advertisements were upheld, complaints against four advertisements were not upheld. For four FTCs, the advertiser sought IR and complaint against one advertisement was outside of ASCI's purview.

Complaints originating from GAMA Portal

The source for complaints against 76 advertisements was the Department of Consumer Affairs's (DoCA) portal i.e. Grievance Against Misleading Advertisements (GAMA gama.gov.in). Of these, complaints against 54 advertisements were upheld, 21 were not upheld, while one advertisement was in contravention of Drugs & Magic Remedies Act. 29 advertisements complain ed against were by end-consumers whereas 47 advertisements were complained against by the Consumer Education and Research Centre (CERC).

As updated in the 2015-16 Annual report, for Teleshopping Advertisements it is difficult for ASCI to process complaints against these as the concerned advertisers are in the 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 complaints are being referred to the concerned sector regulator for their necessary action through the GAMA portal.

Complaints originating from Consumer Organizations

Total number of advertisements complained against by various Consumer Organizations were 75. Of these 47 were registered by CERC on the GAMA portal and ASCI received 28 complaints directly.

Suo Moto Complaints

ASCI processed suo moto complaints (originating from either CCC members, Board members or the ASCI Secretariat) against 57 advertisements. Of these, complaints against 41 advertisements were upheld and one was not upheld while for 15 advertisements, the advertisers sought IR.

Government and Regulatory Authorities

We received complaints against five advertisements from the Government agencies. Of these, complaints against four advertisements were upheld and one was not upheld.

NAMS Complaints

Out of the 2300 advertisements complained against during the year, 1215 advertisements were picked up through a thorough surveillance of print and TV media through NAMS. Of these, 693 advertisements were considered to be misleading and complaints against 27 advertisements were not upheld. For a large number of advertisements (139), advertisers assured time bound compliance as soon as they received ASCI's communication and sought Informal Resolution. 356 advertisements were in contravention of The Drugs & Magic Remedies Act or The Drugs & Cosmetics Rules.

A summary of all the CCC recommendations for the complaints processed during the year is provided in the compilation of CCC recommendations.

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 has either been withdrawn or disposed of as infructuous wherein the advertisements objected to have been discontinued.

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, we have established a Legal Expenses Fund to cover the additional legal expenses, specifically for paying the Senior Counsel's fee. Your Council received a contribution of around Rs.34 lakhs from advertiser members towards this fund.

MARKETING, PR AND SOCIAL MEDIA INITIATIVE

Your Council participated in various Government and Industry Events. The most noteworthy event was ASCI's participation at the DoCA's "CONSUMER MELA" on 20th October, 2016 at Central Park, CP, New Delhi. The theme of this event was to educate consumers about what redressal mechanisms are available to them for their grievances against products and services. Shri Ram Vilas Paswan, Hon'ble Minister of Consumer Affairs, Food and Public Distribution, graced our stall, interacted with the ASCI's team to familiarise himself with ASCI's simple and consumer friendly grievance registration options such as WhatsApp number 77100 12345. The highlight of this event was the minister himself giving a photo opportunity by posing alongside "Swacch Ads Abhiyan" prop as "ASCI Ambassador". This news flash was tweeted by the minister himself giving a major PR boost to ASCI.

ASCI AT FICCI'S MASSMERIZE 2016, DELHI: Mr Narendra Ambwani (Ex-Chairman and ASCI Board Member) was an invited speaker as ASCI representative at the FICCI's Massmerize 2016, for a session titled "Responsible advertising, Key to maintaining consumer trust". He shared this platform with important Government stakeholders, including Mr Hem Pande, Secretary, DoCA.

ASCI AT GOAFEST 2017, GOA: Your Council got great traction at one of advertising industry's most popular event - GoaFest 2017. ASCI leveraged this platform to propagate its e-Learning Course with activation of a 60 seconds video contest on the theme - "An Advertising Brief is incomplete without the ASCI code". Sponsored by Eenadu, this contest saw encouraging response from many, including educational institutes like IIT Bombay, MICA, TATA Institute of Social Sciences, Chandigarh Institute of Film and Television, KJ Somaiya Institute of Management and Research, Indian Quality Centre, etc.

ASCI's Secretary General was invited for a presentation at the CII's Marketing Committee meeting. The session helped CII members appreciate the important role being played by ASCI in championing self-regulation at various fora and getting strong support from various regulators. This further enhanced CII's confidence in your Council's efforts and they urged their members to adhere to ASCI's Code for self-regulation in advertising. ASCI also participated at the CII'S NATIONAL MARKETING SUMMIT, in Mumbai, expanding its network among Industry stakeholders.

ASCI's MOUs during the year, initiatives and sustained media interactions by ASCI's Chairman and Secretary General kept ASCI's flag flying high on PR AND SOCIAL MEDIA front. Besides press release induced news on ASCI's initiatives, your Council received a number of organic mentions on topics related to misleading advertisements and celebrity endorsements, Recommendation of the Parliamentary Standing Committee, depiction of safe road practices in advertisements, mentions in Parliament questions, etc.

Government officials like Col. Rajyavardhan Rathore (MoS, MIB), Mr. Shripad Yesso Naik (Union Minister of State for AYUSH), Mr. C R Chaudhary, Ministry of Cons umer Affairs, Food & Public Distribution, Mr. Pawan Agarwal (CEO, FSSAI) quoted ASCI positively in their media interactions.

There have been more than 2300 news items pertaining to ASCI across Print, Electronic and Online Media. Your Council's news has been carried in leading dailies like Times of India, Hindustan Times, Business Standard, Economic Times, Financial Express, Mint, The Hindu Business Line, Indian Express, The Telegraph, The Tribune, Free Press Journal, Afternoon Despatch & Courier, Financial Chronicle, DNA, Mint, Deccan Herald, Mail Today, etc. as well as International mentions such as in Global Advertising Lawyers Alliance website (Galalaw.com). ASCI also received enormous regional coverage across publications like Navbharat Times, ET Hindi, Veer Arjun, Punjab Kesari, Maharashtra Times (Ma rathi), Free Press Journal Hindi, Andhra Jyoti (Telugu), Dainik Savera, Dainik Bhaskar, Rashtriya Sahara, etc. as well as PTI flashes and MIB Blogs. ASCI has consistently been covered in consumer interest related magazines and columns like The Gaon Connection, Upobhokta Hulchal and Grahak Sathi by CERC. ASCI also received radio coverages on RetroFM on two occasions when ASCI Secretary General was interviewed by RJ Sudarshan. Your Council has also been receiving several online news portal mentions on The Wire, Money life, India Today, MediaNama, ScoopWhoop, Exchange4Media, Indian Television, Campaign India, Ad Age, Admatazz, Afaqs, Best Media Info, Adgully etc. Additionally, ASCI has been covered electronically on NDTV Profit, Zee Business, CNBC Awaaz, Sandesh News (Gujarati News Channel), etc. as well as Rajya Sabha TV and Lok Sabha TV. Some important items of press coverages are available on the ASCI website.

ASCI's Social Media space continues to expand in reach and has been cited by Government departments / officials as well as their official Twitter handles. Various Social Media "influencers" and credible organizations also appreciate ASCI's campaigns.4000+ followers of ASCI's Twitter account includes Government organizations and eminent bodies as well as personalities / social media Influencers.

VOTE OF THANKS

The Board of Governors wishes to place on record its gratitude to the Department of Consumer Affairs (DoCA), Ministry of Consumer Affairs, Food and Public Distribution, the Ministry of Information and Broadcasting (MIB), Food Safety and Standards Authority of India (FSSAI) and the Ministry of AYUSH, for their 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 are due to Mr. Ch Kiron, Managing Director of Eenadu who supported ASCI with Eenadu's sponsorship for the "60 seconds Video Contest". Sincere thanks to Mr. Nakul Chopra and his Goafest 2017 team for enabling ASCI's participation at the event. Our thanks to the Confederation of Indian Industry (CII) Marketing Committee Chairman, Mr. Thomas Varghese, for providing us the opportunity to participate at their National Marketing Summit. We would also like to thank the Federation of Indian Chambers of Commerce & Industry (FICCI) for their support to the ASCI team during the event Massmerize 2016 and to FICCI for their help during the Consumer Mela 2016.

We wish to thank Ms. Avni Singh and Mr. Subir Kumar for their support in handling our legal cases, Lalit Khanna and Co. and Lalit Khanna & Associates, our Auditors and Tax Consultants, respectively. We would like to thank Broadcast Audience Research Council (BARC) for helping us monitor and track advertisements for the NAMS project. We thank Wishtree Technologies, our technology partners, Ketchum Sampark, our PR agency and Petrikor, our Social Media agency for their ongoing support in enabling ASCI to grow from strength to strength.

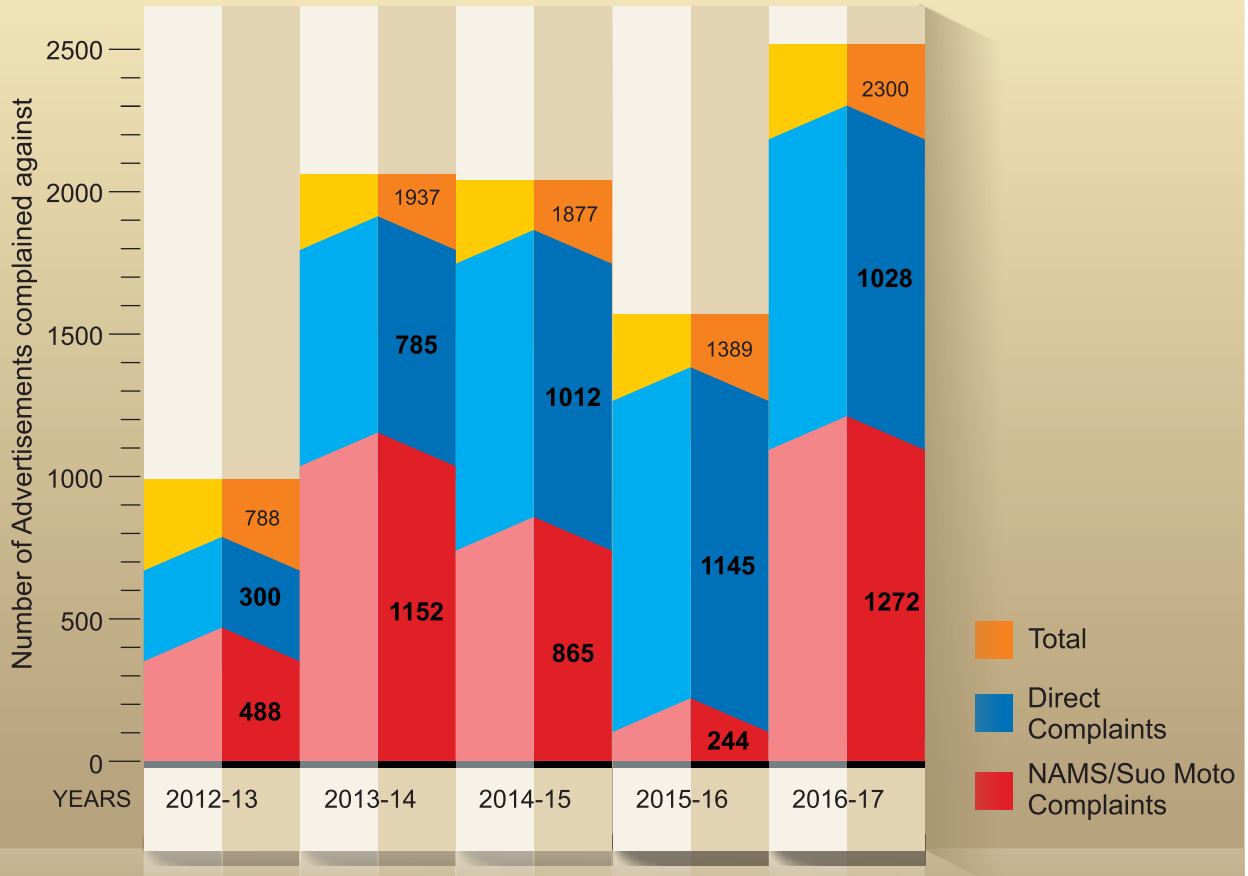
On behalf of all members of the Council, the Board of Governors places on record its gratitude to the Board's Consultative Committee consisting of Mr. Sam Balsara, Mr. Dilip Cherian, Mr. Bharat Patel, Mr. Ram Poddar and Mr. Dorab Sopariwala for their generous contribution of time and expertise.

Our very special thanks are due to the ASCI Secretariat, the team that relentlessly works behind the scenes and which truly deserves accolades. They are the pillars enabling ASCI's operations running in a very professional and efficient manner.

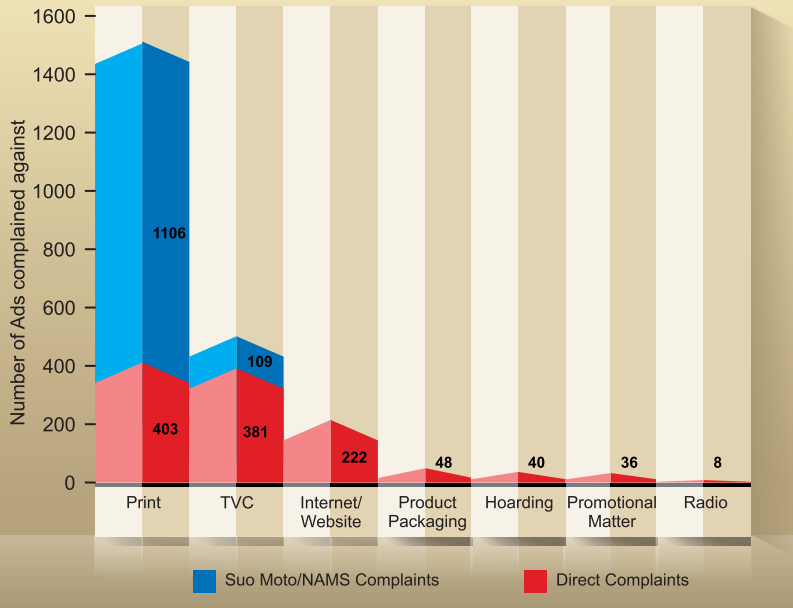
And finally, I would like to thank my colleagues on the Board of Governors who have collectively furthered the cause of ASCI and self-regulation in Advertising and helped make this a yet another eventful year for ASCI.

Srinivasan K Swamy
Chairman

Advertisements Complained Against – 5 Year Trend

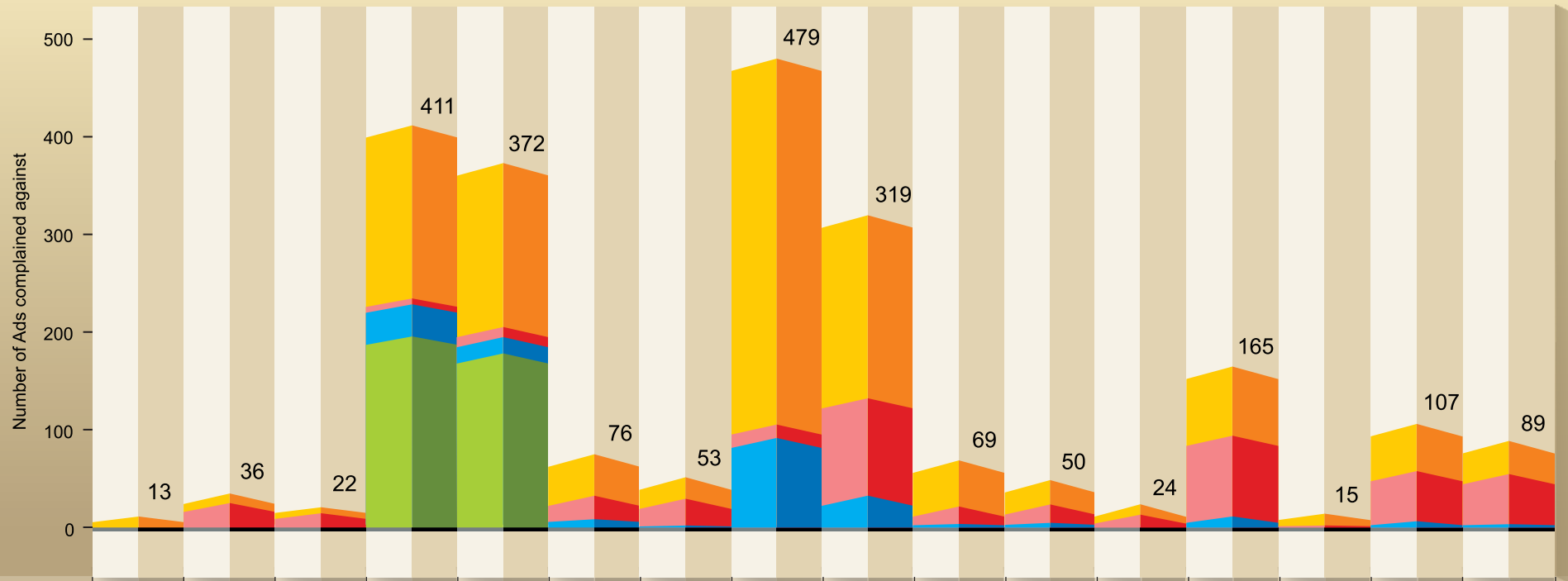


Share of Medium 2016-2017



Medium	Total	%
Print	1509	64.13%
TVC	490	20.182%
Internet/ Website	222	9.43%
Product Packaging	48	2.03%
Hoarding	40	1.69%
Promotional Matter	36	1.52%
Radio	8	0.33%

General Trend of Complained Sectors 2016-2017

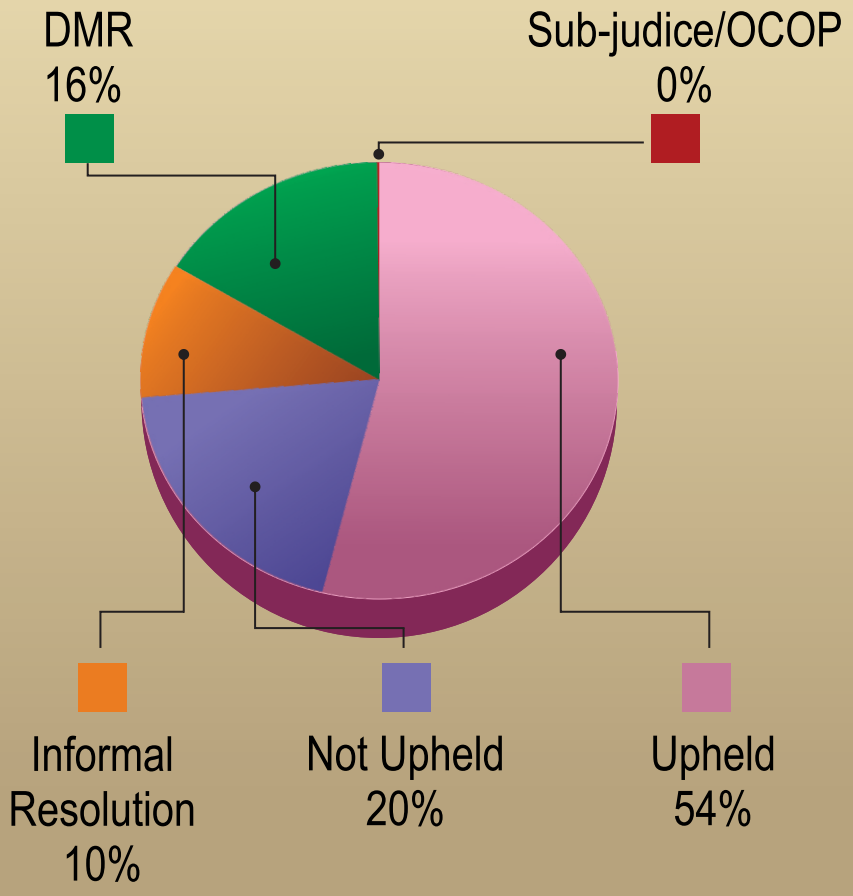


	Astrology	Automotive	Banking/ Finance	Clinic	Drugs & Medicine	Durables	Ecommerce	Education	Food & Beverages	Home Care	Media/ Channels/ Periodicals	Other	Personal Care	Realty	Services	Telecom Products & Internet Providers
Upheld	12	10	7	175	166	42	22	372	187	48	26	10	71	12	49	33
Not Upheld		26	13	6	10	24	28	15	100	16	18	12	82	3	50	51
IR	1		2	35	18	10	3	92	31	5	6	2	11		8	5
DMR				195	178											
Sub-Judice									1							
OC OP													1			

IR –Informal Resolution DMR –The Drugs & Magic Remedies Act OCOP –Out of Scope

Status Split 2016 - 2017

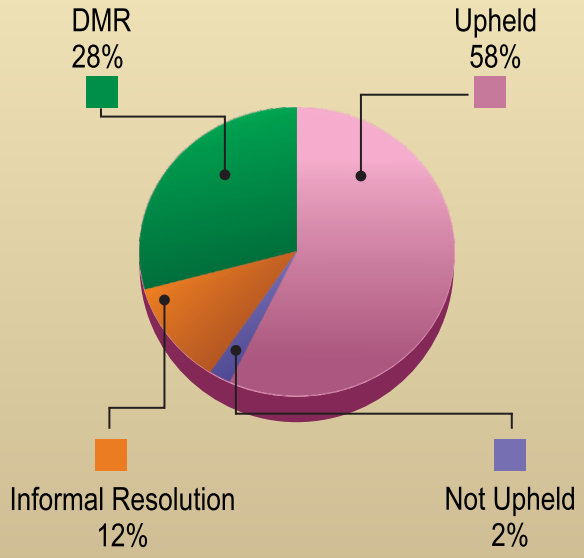
Total Advertisements - 2300



Recommendations	2300	
Upheld	1242	54%
Not Upheld	454	20%
Informal Resolution	229	10%
Drugs & Magic Remedies Act (DMR)	373	16%
Sub-judice/OCOP	2	0%

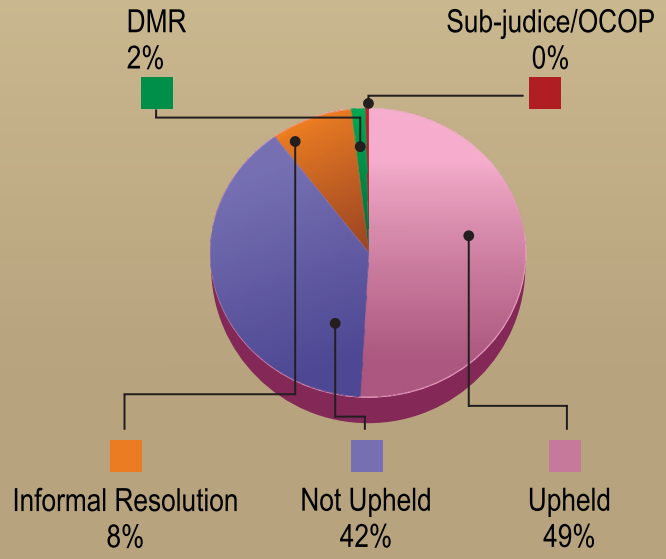
Status Split 2016 - 2017

NAMS / Suo Moto



Recommendations NAMS Suo Motu	1272	
Upheld	734	58%
Not Upheld	28	2%
Informal Resolution	154	12%
Drugs & Magic Remedies Act (DMR)	356	28%

Direct Complaints

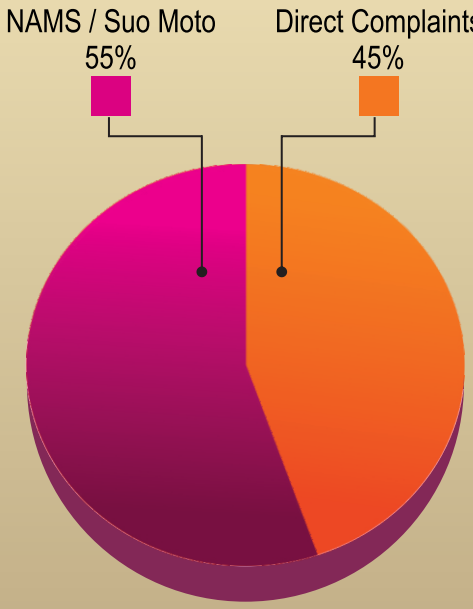


Recommendations Direct Complaints	1028	
Upheld	508	49%
Not Upheld	426	42%
Informal Resolution	75	8%
Drugs & Magic Remedies Act (DMR)	17	2%
Sub-judice/OCOP	2	0%

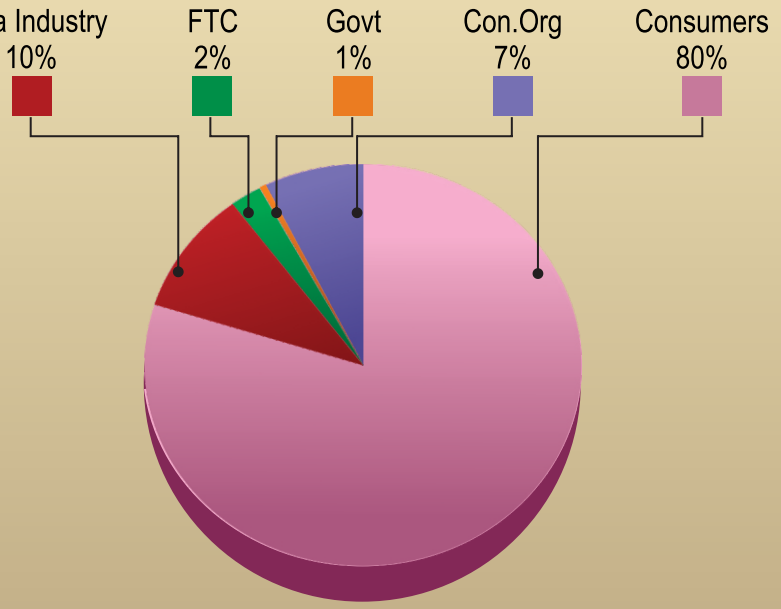
NAMS – National Advertising Monitoring Service OCOP – Out of Scope

Break-up as per Complaint Source 2016 - 2017

Total Advertisements Complained against - 2300



Direct Complaints Breakup

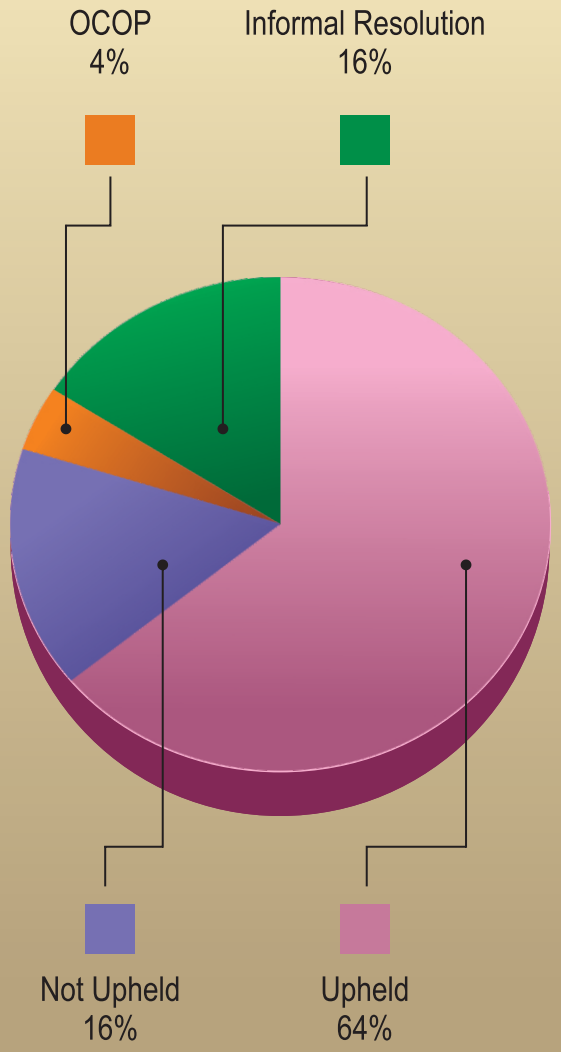


SOURCE	No. of complaints					Grand Total
NAMS/ Suo Moto	1272					1272
Direct Complaints	Consumers	Intra Industry	FTC	Govt	Con. Org	1028
	821	102	25	5	75	

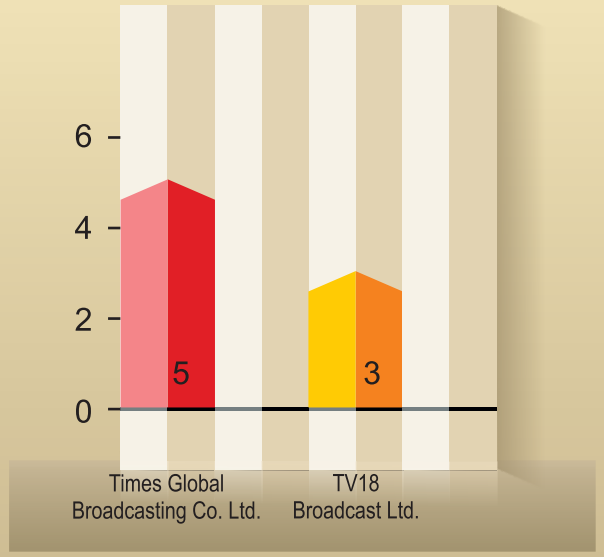
Con. Org – Consumer Organizations Govt. - Government

NAMS - National Advertisement Monitoring Service FTC - Fast Track Complaints

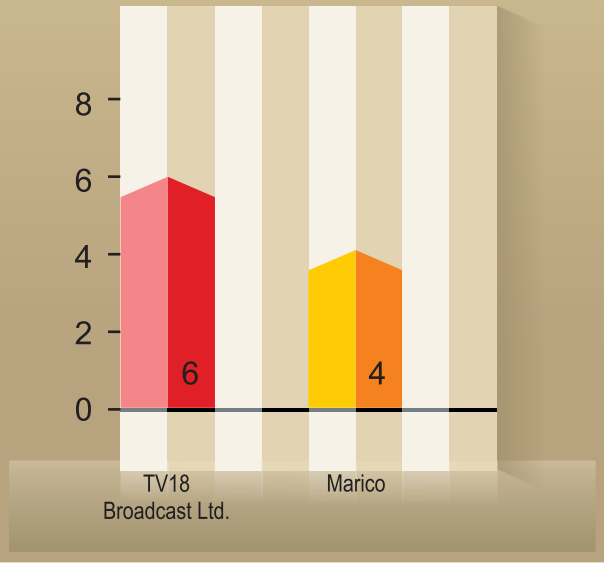
Fast Track Complaints Analysis 2016 - 2017



Top 2 Advertisers Complained against

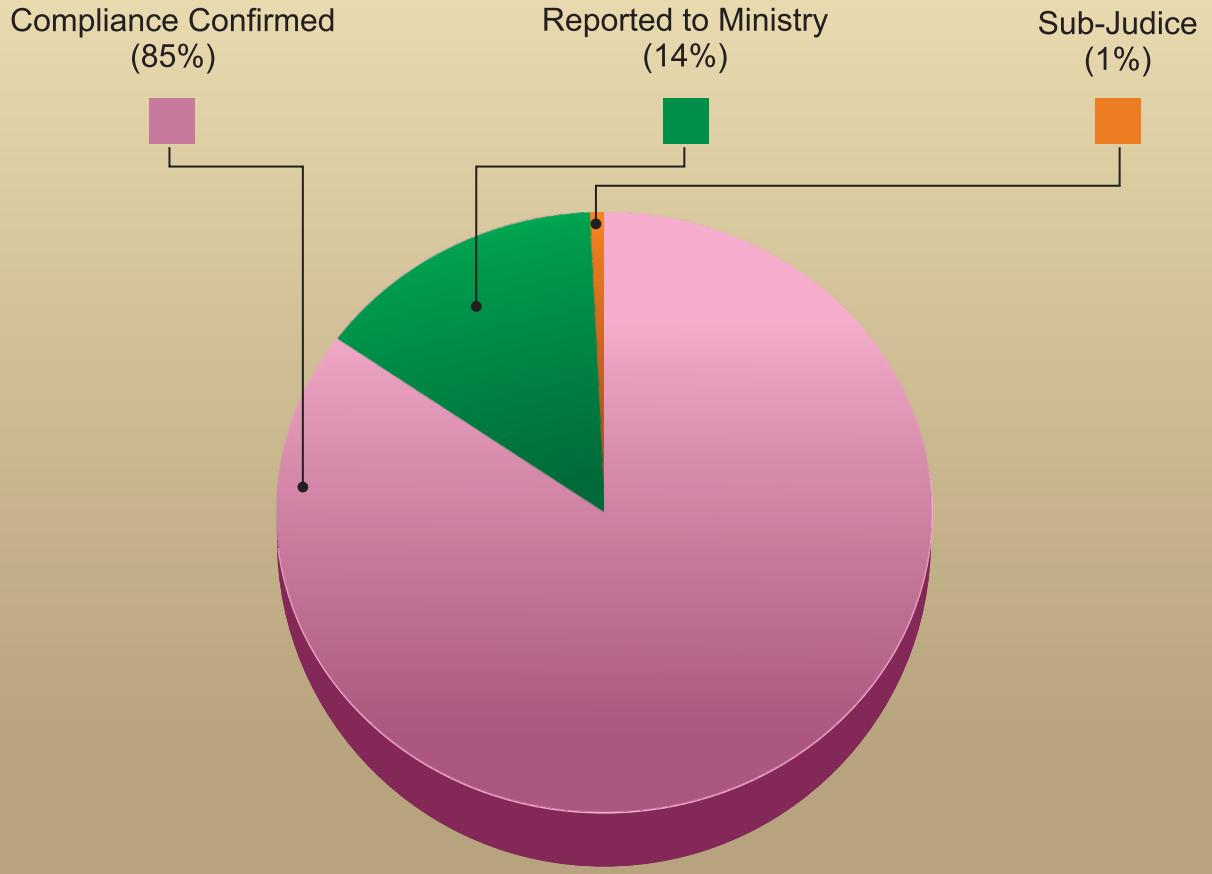


Top 2 Complainants



OCOP – Out of Scope

Compliance Success Rate of 1242 Advertisements where complaints were UPHELD 2016 - 2017



Compliance Confirmed by Advertiser or through NAMS Tracking

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, 2017, 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 prescribed 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 the financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit.
In conducting 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 of the Financial Statements in accordance with the Standards on Auditing specified under Section 143(10) of the Act. Those Standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.
An audit involves performing procedures to obtain audit evidence about the amounts and the disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal financial control relevant to the Company's preparation of the financial statements that give a true and fair view in order to design audit procedures that are appropriate in the circumstances. 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, 2017, 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, based on our audit we report, to the extent applicable that:
   (a) We have sought and obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit.
   (b) In our opinion, proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books.
   (c) The Balance Sheet and the Statement of Income and Expenditure dealt with by this Report are in agreement with the books of account.
   (d) In our opinion, the aforesaid financial statements comply with the Accounting Standards prescribed under Section 133 of the Act.
   (e) On the basis of the written representations received from the directors as on March 31, 2017, taken on record by the Board of Directors, none of the directors is disqualified as on March 31, 2017 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 Auditor's Report in accordance with Rule 11 of the Companies (Audit and Auditors) Rules, 2014, as amended, in our opinion and to the best of our information and according to the explanations given to us:
      i) The Company does not have any pending litigations which would impact its financial position.
      ii) The Company did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses.
      iii) There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company.
      iv) The Company has provided requisite disclosures in the financial statements as regards its holding and dealings in Specified Bank Notes as defined in the Notification S.O. 3407(E) dated the 8th November, 2016 of the Ministry of Finance, during the period from 8th November 2016 to 30th December 2016. Based on audit procedures performed and the representations provided to us by the management we report that the disclosures are in accordance with the books of account maintained by the Company and as produced to us by the Management.

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

(Lalit Khanna)
Partner
Membership No. 5185

Place : Mumbai
Date : 13th July 2017

ANNEXURE 'A' TO THE INDEPENDENT AUDITOR'S 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, 2017 in conjunction with our audit of the financial statements of the Company for the year ended and 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 Companies Act, 2013.

Auditor's 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 Guidance Note on Audit of Internal Financial Controls Over Financial Reporting (the 'Guidance Note') issued by the Institute of Chartered Accountants of India and the Standards on Auditing prescribed under Section 143(10) of the Companies Act, 2013, 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 auditor's 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, 2017, 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.

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

(Lalit Khanna)
Partner
Membership No. 5185

Place : Mumbai
Date : 13th July 2017

Balance Sheet as at 31st March 2017

		Note	As at 31st March 2017 ₹	As at 31st March 2016 ₹
I	**EQUITY AND LIABILITIES**			
	Corpus and Reserves			
	(a) Council's Corpus	2	4,057,180	3,982,180
	(b) Reserves and Surplus	3	83,353,233	68,679,260
			87,410,413	72,661,440
	Non-Current Liabilities			
	(a) Long Term Liabilities	4	-	450,000
	(b) Long Term Provisions	5	761,039	625,355
			761,039	1,075,355
	Current Liabilities			
	(a) Trade Payables	6	1,173,595	681,019
	(b) Other Current Liabilities	7	777,256	30,635
			1,950,851	711,654
	Total		**90,122,303**	**74,448,449**
II	**ASSETS**			
	Non - Current Assets			
	(a) Fixed Assets			
	Tangible Assets	8	1,951,058	2,210,693
	(b) Non-current Investments	9	53,900,000	25,300,000
	(c) Long-term Loans and Advances	10	2,515,702	2,589,629
	(d) Other Non-Current Assets	11	2,371,063	610,786
			60,737,823	30,711,108
	Current Assets			
	(a) Current Investments	12	15,648,648	31,577,223
	(b) Trade Receivables	13	986,954	1,028,778
	(c) Cash and Cash Equivalents	14	9,702,973	8,806,276
	(d) Short term Loans and Advances	15	1,925,226	694,031
	(e) Other Current Assets	16	1,120,679	1,631,033
			29,384,480	43,737,341
	Total		**90,122,303**	**74,448,449**
	See accompanying notes to the Financial Statements.	1-22		

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 : 13th July 2017

For and on behalf of the Board of Governors

Srinivasan K. Swamy
Chairman

Members :

Narendra Ambwani	Shashidhar Sinha
D. Shivakumar	Subhash Kamath
Benoy Roychowdhury	Prashant Singh
Rohit Gupta	N. S. Rajan

Statement of Income and Expenditure For the year ended 31st March 2017

		Note	Year ended 31st March 2017 ₹	Year ended 31st March 2016 ₹
I	**Revenue**			
(a)	Revenue from Operations	17	34,501,281	21,158,500
(b)	Other Income	18	7,463,763	6,517,990
	Total Revenue		**41,965,044**	**27,676,490**
II	**Expenses**			
(a)	Employee benefits expense	19	9,435,192	4,909,120
(b)	Operation and other expenses	20	17,661,625	16,204,831
(c)	Depreciation and Amortization expense	8	480,161	486,255
	Total Expenses		27,576,978	21,600,206
	Surplus for the year		**14,388,066**	**6,076,284**
	See accompanying notes to the Financial Statements.	1-22		

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 : 13th July 2017

For and on behalf of the Board of Governors

Srinivasan K. Swamy
Chairman

Members:

Narendra Ambwani	Shashidhar Sinha
D. Shivakumar	Subhash Kamath
Benoy Roychowdhury	Prashant Singh
Rohit Gupta	N. S. Rajan

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2017

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. The financial statements have been prepared under the historical cost convention on accrual basis, except in respect of bonus payment which is accounted on cash basis.

(b) Use of Estimates

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

(c) Fixed Assets 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. Expense in foreign currencies are converted at exchange rates prevailing on the date of the transaction. The council does not have any foreign currencies monetary assets and liabilities.

(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 2017 (CONTINUED)

		Year ended 31st March 2017 ₹	Year ended 31st March 2016 ₹
2	**COUNCIL'S CORPUS**		
	Balance as at the beginning of the year	3,982,180	3,924,680
	Add : Entrance Fees received during the year	75,000	57,500
	Total	**4,057,180**	**3,982,180**
3	**RESERVES & SURPLUS**		
a)	Legal Expense Fund		
	As at the beginning of the year	2,045,000	-
	Add : Contribution received during the year	3,399,126	3,800,000
	Less : Payments to Counsels	(3,113,219)	(1,755,000)
		2,330,907	2,045,000
b)	Accumulation under Section 11(2) of the Income Tax Act,1961		
	As at the beginning of the year	28,946,677	34,840,288
	Add : Accumulation for the preceding year	3,800,000	-
		32,746,677	34,840,288
	Less : Amount utilized for purpose for which accumulation was made	(5,599,550)	(5,893,611)
	As at the end of the year	27,147,127	28,946,677
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	5,800,000	-
	Add: Transferred during the year from surplus in the Statement of Income and expenditure	19,050,000	5,800,000
	Less: Amount applied during the year	(5,800,000)	-
	As at the end of the year	19,050,000	5,800,000
d)	Accumulation under Section 11(1)(a) of the Income Tax Act,1961		
	As at the beginning of the year	24,551,955	20,437,100
	Accumulated during the year	6,800,088	4,114,855
		31,352,043	24,551,955
e)	Surplus in the statement of Income and Expenditure		
	Opening Balance	7,335,628	5,280,588
Add :			
(i)	Surplus for the year	14,388,066	6,076,284
(ii)	Transferred from accumulation under section 11 (2) as amount no longer required	5,599,550	5,893,611
(iii)	Transferred from Amount pursuant to option exercised under clause (2) of Explanation to Section 11(1) of the Income Tax Act, 1961 as no longer required	5,800,000	-
		33,123,244	17,250,483
Less :	Appropriations :		
(i)	Amount pursuant to option exercised under clause (2) of Explanation to Section 11 (1) of the Income Tax Act,1961	(19,050,000)	(5,800,000)
(ii)	Accumulation under section 11 (2) of the Income tax Act, 1961 in respect of the preceding year	(3,800,000)	-
(iii)	Accumulation under section 11 (1) (a) of the Income tax Act, 1961	(6,800,088)	(4,114,855)
		3,473,156	7,335,628
	Total	**83,353,233**	**68,679,260**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2017 (CONTINUED)

	As at 31st March 2017 ₹	As at 31st March 2016 ₹
4 LONG-TERM LIABILITES		
Security Deposit	-	450,000
	-	**450,000**
5 LONG-TERM PROVISIONS		
Provision for employee benefits (Being provision for Leave Encashment)	761,039	625,355
	761,039	**625,355**
6 TRADE PAYABLES	**1,173,595**	**681,019**

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) Security Deposits	450,000	-
(b) Statutory Liabilities	286,068	25,191
(c) Other Payables	41,188	5,444
	777,256	**30,635**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2017 (CONTINUED)

8 FIXED ASSETS

Tangible Assets

Sr.No.	Description of the Assets	COST				DEPRECIATION				NET BOOK VALUE	
		As at 1st April 2016 ₹	Additions during the year ₹	Deductions / Adjustments ₹	As at 31st March 2017 ₹	As at 1st April 2016 ₹	For the year ₹	Deductions / Adjustments ₹	As at 31st March 2017 ₹	As at 31st March 2017 ₹	As at 31st March 2016 ₹
1.	Office Premises	2,213,159	-	-	2,213,159	922,150	36,886	-	959,036	1,254,123	1,291,009
2.	Computers	1,343,067	175,500	-	1,518,567	745,870	350,513	-	1,096,383	422,184	597,197
3.	Air Conditioners	66,760	-	-	66,760	40,056	13,352	-	53,408	13,352	26,704
4.	Office Equipments	209,713	47,936	8,490	249,159	106,503	46,962	5,580	147,885	101,274	103,210
5.	Furniture & Fixtures	388,204	-	-	388,204	195,631	32,448	-	228,079	160,125	192,573
	Total Rupees	**4,220,903**	**223,436**	**8,490**	**4,435,849**	**2,010,210**	**480,161**	**5,580**	**2,484,791**	**1,951,058**	**2,210,693**
	Previous Year's Total Rupees	**3,667,279**	**553,624**	**-**	**4,220,903**	**1,523,955**	**486,255**	**-**	**2,010,210**	**2,210,693**	**2,143,324**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2017 (CONTINUED)

	As at 31st March 2017 ₹	As at 31st March 2016 ₹
9 NON-CURRENT INVESTMENTS		
(1) Fixed Deposits with Housing Development Finance Corporation Ltd.		
(a) Nil (Previous year 1) 9.35% Deposit of ₹ 1,000,000/- - Annual Income Plan	-	1,000,000
(b) Nil (Previous year 1) 9.15% Deposit of ₹ 2,000,000/- - Annual Income Plan	-	2,000,000
(c) Nil (Previous year 2) 8.95% Deposits of ₹ 2,000,000/- each - Annual Income Plan	-	4,000,000
(d) Nil (Previous year 1) 8.95% Deposit of ₹ 1,000,000/- - Annual Income Plan	-	1,000,000
(e) Nil (Previous year 1) 8.95% Deposit of ₹ 500,000/- - Annual Income Plan	-	500,000
(f) Nil (Previous year 1) 8.95% Deposit of ₹ 1,500,000/- - Annual Income Plan	-	1,500,000
(g) Nil (Previous year 1) 8.75% Deposit of ₹ 2,500,000/- - Annual Income Plan	-	2,500,000
(h) Nil (Previous year 1) 8.75% Deposit of ₹ 1,300,000/- - Annual Income Plan	-	1,300,000
(i) Nil (Previous year 1) 8.65% Deposit of ₹ 1,000,000/- - Annual Income Plan	-	1,000,000
(j) 2 (Previous year Nil) 8.25% Deposits of ₹ 2,000,000/- each - Cumulative Income Plan	4,000,000	-
(k) 1 (Previous year Nil) 7.80% Deposit of ₹ 1,000,000/- - Annual Income Plan	1,000,000	-
(l) 1 (Previous year Nil) 7.80% Deposit of ₹ 500,000/- - Annual Income Plan	500,000	-
(m) 1 (Previous year Nil) 7.40% Deposit of ₹ 3,000,000/- - Cumulative Income Plan	3,000,000	-
(n) 1 (Previous year Nil) 7.40% Deposit of ₹ 3,000,000/- - Annual Income Plan	3,000,000	-
(o) 1 (Previous year Nil) 7.40% Deposit of ₹ 2,000,000/- - Annual Income Plan	2,000,000	-
(p) 1 (Previous year Nil) 7.40% Deposit of ₹1,500,000/- - Annual Income Plan	1,500,000	-
	15,000,000	14,800,000

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2017 (CONTINUED)

	As at 31st March 2017 ₹	As at 31st March 2016 ₹
(2) Fixed Deposit with L I C Housing Finance Ltd		
(a) 1 (Previous year 1) 9.60 % Deposit of ₹ 4,000,000/- - Cumulative Income Plan	4,000,000	4,000,000
(b) 1 (Previous year 1) 8.40% Deposit of ₹ 3,000,000/- - Non Cumulative Income Plan	3,000,000	3,000,000
(c) 3 (Previous year 3) 8.40% Deposits of ₹1,000,000/- each - Non Cumulative Income Plan	3,000,000	3,000,000
(d) 1 (Previous year 1) 8.40% Deposit of ₹ 500,000/- - Non Cumulative Income Plan	500,000	500,000
(e) 4 (Previous year Nil) 8.40% Deposits of ₹1,500,000/- each - Cumulative Income Plan	6,000,000	-
(f) 2 (Previous year Nil) 8.40% Deposits of ₹2,000,000/- each - Cumulative Income Plan	4,000,000	-
(g) 4 (Previous year Nil) 8.40% Deposits of ₹1,000,000/- each - Cumulative Income Plan	4,000,000	-
(h) 1 (Previous year Nil) 8.40% Deposits of ₹2,000,000/- - Non Cumulative Income Plan	2,000,000	-
(i) 2 (Precious year Nil) 8.40% Deposits of ₹ 1,500,000/- each - Non Cumulative Income Plan	3,000,000	-
(j) 1 (Previous year Nil) 8.15% Deposit of ₹300,000/- - Non Cumulative Income Plan	300,000	-
(k) 3 (Precious year Nil) 8.15% Deposits of ₹ 1,000,000/- each - Non Cumulative Income Plan	3,000,000	-
(l) 2 (Previous year Nil) 8.15% Deposit of ₹2,000,000/- each - Non Cumulative Income Plan	4,000,000	-
(m) 1 (Previous year Nil) 8.15% Deposit of ₹100,000/- - Non Cumulative Income Plan	100,000	-
	36,900,000	10,500,000
(3) Fixed Deposit with PNB Housing Finance Ltd		
(a) 2 (Previous year Nil) 7.90 % Deposits of ₹ 1,000,000/- each - Cumulative Income Plan	2,000,000	-
	2,000,000	-
Total	**53,900,000**	**25,300,000**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2017 (CONTINUED)

	As at 31st March 2017 ₹	As at 31st March 2016 ₹
10 LONG-TERM LOANS AND ADVANCES		
(Unsecured considered good)		
(a) Security Deposits	18,190	1,158,190
(b) Prepaid taxes	2,497,512	1,431,439
Total	**2,515,702**	**2,589,629**
11 OTHER NON-CURRENT ASSETS		
(a) Interest accrued on investments	2,371,063	610,786
	2,371,063	**610,786**
12 CURRENT INVESTMENTS		
Non Trade Investments (Unquoted at cost)		
(1) Fixed Deposits with Housing Development Finance Corporation Ltd.		
(a) Nil (Previous year 2) 9.50% Deposits of ₹1,500,000/- each - Non Cumulative Plan	-	3,000,000
(b) Nil (Previous year 4) 9.15% Deposits of ₹2,000,000/- each - Annual Income Plan	-	8,000,000
(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	-	1,000,000
(e) Nil (Previous year 1) 9.15% Deposit of ₹3,000,000/- - Annual Income Plan	-	3,000,000
(f) Nil (Previous year 1) 9.15% Deposit of ₹1,500,000/- - Annual Income Plan	-	1,500,000
(g) 1 (Previous year Nil) 9.35% Deposit of ₹ 1,000,000/- - Annual Income Plan	1,000,000	-
(h) 2 (Previous year Nil) 8.95% Deposits of ₹ 2,000,000/- each - Annual Income Plan	4,000,000	-
(i) 1 (Previous year Nil) 8.95% Deposit of ₹ 1,000,000/- - Annual Income Plan	1,000,000	-
(j) 1 (Previous year Nil) 8.95% Deposit of ₹ 500,000/- - Annual Income Plan	500,000	-
(k) 1 (Previous year Nil) 8.95% Deposit of ₹ 1,500,000/- - Annual Income Plan	1,500,000	-
(l) 1 (Previous year Nil) 8.75% Deposit of ₹ 2,500,000/- - Annual Income Plan	2,500,000	-
(m) 1 (Previous year Nil) 8.75% Deposit of ₹ 1,300,000/- - Annual Income Plan	1,300,000	-
(n) 1 (Previous year Nil) 8.65% Deposit of ₹ 1,000,000/- - Annual Income Plan	1,000,000	-
	12,800,000	17,500,000

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2017 (CONTINUED)

	As at 31st March 2017 ₹	As at 31st March 2016 ₹
(2) 8% Savings (Taxable) Bonds, 2003 with State Bank of India		
(a) Nil (Previous year 1) Bond of ₹ 5,00,000	-	500,000
(b) Nil (Previous year 4) Bonds of ₹10,00,000 each	-	4,000,000
(c) Nil (Previous year 2) Bonds of ₹ 15,00,000 each	-	3,000,000
(d) Nil (Previous year 2) Bonds of ₹ 20,00,000 each	-	4,000,000
	-	11,500,000
(3) Legal Expense Fund Fixed Deposit with HDFC Bank		
(a) Nil (Previous year 1) 8.20% Deposit of ₹2,021,918/-	-	2,021,918
(b) Nil (Previous year 1) 7.90% Deposit of ₹155,305/-	-	155,305
(c) Nil (Previous year 2) 7.90% Deposits of ₹200,000/- each	-	400,000
(d) 1 (Previous year Nil) 7.50% Deposit of ₹200,000/-	200,000	-
(e) 1 (Previous year Nil) 7.00% Deposit of ₹525,000/-	525,000	-
(f) 1 (Previous year Nil) 7.00% Deposit of ₹600,000/-	600,000	-
(g) 1 (Previous year Nil) 6.90% Deposit of ₹650,000/-	650,000	-
(h) 1 (Previous year Nil) 6.90% Deposit of ₹448,648/-	448,648	-
(i) 1 (Previous year Nil) 6.90% Deposit of ₹250,000/-	250,000	-
(j) 1 (Previous year Nil) 6.90% Deposit of ₹175,000/-	175,000	-
(Out of the above, ₹2,330,907/- is earmarked in respect of Legal Expense Fund) (Previous Year ₹2,045,000/-)	2,848,648	2,577,223
Total	**15,648,648**	**31,577,223**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2017 (CONTINUED)

	As at 31st March 2017 ₹	As at 31st March 2016 ₹
13 TRADE RECEIVABLES		
Unsecured		
(a) Outstanding for a period exceeding six months from the date they are due for payment		
(i) Considered good	-	117,978
(ii) Considered doubtful	418,411	231,490
Less: Provision for Doubtful Debts	(418,411)	(231,490)
	-	117,978
(b) Other debts considered good	986,954	910,800
Total	**986,954**	**1,028,778**
14 CASH AND CASH EQUIVALENTS		
(a) Cash and Cash equivalents		
(i) Balance with Banks		
In Savings (including Savings Plus Deposit) Accounts	6,543,646	3,309,252
(ii) Cash on hand	29,202	59,480
	6,572,848	3,368,732
(b) Short-Term Bank Deposits	3,130,125	5,437,544
Total	**9,702,973**	**8,806,276**

In accordance with MCA notification G.S.R. 308(E) dated March 30, 2017 details of Specified Bank Notes (SBN) and Other Denomination Notes (ODN) held and transacted during the period from November 8, 2016 to December 30, 2016, as given below:

	SBNs	ODNs	Total
Closing cash in hand as on 8th November, 2016	23,000	14,053	37,053
Add: Permitted Receipts	-	82,650	82,650
Less: Permitted Payments	-	(58,664)	58,664
Less: Amount deposited in Banks	(23,000)	-	23,000
Closing cash in hand as on 30th December, 2016	-	38,039	38,039

15 SHORT-TERM LOANS AND ADVANCES		
(Unsecured considered good)		
(a) Loans and Advances to Employees	115,556	-
(b) Other loans and advances		
(i) Prepaid Taxes	333,914	341,954
(ii) Other amounts recoverable in cash or in kind or for value to be received	1,475,756	352,077
Total	**1,925,226**	**694,031**
16 OTHER CURRENT ASSETS		
(a) Service Tax Cenvat Account	1,050,035	1,249,291
(b) Interest accrued on Investments and Bank Deposits	56,044	381,742
(c) Recoverable from Staff (TDS)	14,600	-
Total	**1,120,679**	**1,631,033**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2017 (CONTINUED)

		Year ended 31st March 2017 ₹	Year ended 31st March 2016 ₹
17	**REVENUE FROM OPERATIONS**		
(a)	Membership Subscription	26,592,250	15,723,500
(b)	Complaints Processing Charges	7,898,531	5,355,000
(c)	E-Learning Fee	10,500	80,000
	Total	**34,501,281**	**21,158,500**
18	**OTHER INCOME**		
(a)	Interest income		
	(i) Interest on Bank deposits	1,056,039	997,597
	(ii) Interest on Investments	5,316,460	4,576,436
	(iii) Other interest	28,239	-
		6,400,738	5,574,033
(b)	Rent received	922,500	900,000
(c)	Miscellaneous Income	1,470	1,000
(d)	Sundry credit balances written back	139,055	42,957
	Total	**7,463,763**	**6,517,990**
19	**EMPLOYEE BENEFITS EXPENSE**		
	Salaries, Allowances, Bonus and Incentives	9,168,007	4,724,922
	Staff Welfare Expenses	80,057	75,025
	Contribution to Group Gratuity Scheme	187,128	109,173
	Total	**9,435,192**	**4,909,120**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2017 (CONTINUED)

	Year ended 31st March 2017 ₹	Year ended 31st March 2016 ₹
20 OPERATION AND OTHER EXPENSES		
(a) Legal & Professional Charges (See Note (i) below)	4,831,304	6,385,391
(b) Rent Paid	2,359,773	2,280,000
(c) Honorarium	841,000	940,700
(d) Printing, Stationery and Xerox Charges	545,758	487,503
(e) Travelling & Conveyance	1,197,122	1,222,358
(f) Telephone Charges	162,488	170,378
(g) Electricity Charges	218,350	242,231
(h) Repairs & Maintenance	235,448	209,946
(i) IT Support Charges	328,635	225,000
(j) Auditors' Remuneration (see Note.ii below)	61,800	42,000
(k) Expenses on Monitoring of Advertisements	2,655,712	181,000
(l) Website Expenses	478,203	534,225
(m) ASCI Awareness Expenses	2,462,200	2,344,762
(n) Provision for Doubtful debts	418,411	158,456
(o) Miscellaneous Expenses (See Note (iii) below)	865,421	780,881
Total	**17,661,625**	**16,204,831**

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	40,200	30,000
(b) Other services	-	15,000
	40,200	45,000

(ii) Auditors' remuneration comprises:-

(a) Audit fees	60,300	42,000
(b) Other services	1,500	-
	61,800	42,000

(iii) Miscellaneous Expenses include :-

(a) Repairs to Premises (including society outgoings)	-	301,227
(b) Repairs to Computers	134,475	93,431
(c) Insurance	29,043	12,779
	163,518	407,437

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2017 (CONTINUED)

	Year ended 31st March 2017 ₹	Year ended 31st March 2016 ₹
21 FOREIGN CURRENCY EARNINGS AND EXPENDITURE		
(a) Foreign Currency Earnings	-	-
(b) Foreign Currency Expenditure (Expenditure towards Membership fee of European Advertising Standards Alliance)	103,779	97,476

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

Signatures to Notes 1 to 22

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

(Lalit Khanna)
Partner
Membership No. 5185

For and on behalf of the Board of Governors

Srinivasan K. Swamy
Chairman

Members:

Narendra Ambwani	Shashidhar Sinha
D. Shivakumar	Subhash Kamath
Benoy Roychowdhury	Prashant Singh
Rohit Gupta	N. S. Rajan

Place : Mumbai,
Date : 13th July 2017

Engagement on Social Media by Government Agencies

Ram Vilas Paswan followed you

Ram Vilas Paswan
@irvpaswan
Union Minister of Food & Public Distribution, Consumer Affairs, Government Of India. President and Founder Lok Janshakti Party. Views and RT are

Department of Consumer Affairs shared Advertising Standards Council of India's photo.
March 10 at 11:06am

ASCI in Hindi

42 विज्ञापनों के खिलाफ शिकायत सही

सही पाई गईं 42 विज्ञापनों के खिलाफ

Food Safety and Standards Authority of India shared their photo.
3 October at 11:50

Have you come across any misleading advertisements? We have teamed up with @ascisocial to help review #misleadingads in the food & beverage sector. Click to know more: http://bit.ly/29RCv6D



Food Safety and Standards Authority of India
29 August · Like Page

Have you come across any misleading advertisements? We have teamed up with @ascisocial to help review #misleadingads in the food & beverage sector. Click to know more: http://bit.ly/29RCv6D

Dinesh Gaikwad सर भारत सरकार TV चैनल्स से अश्लीलता भरी Advertises औ
कार्यक्रम रोकने के लिए क्या कदम उठा रही हे? और हा महिलाओ का जो Negative R
बार बार Tv Seriels मे दिखाया जाता हे उस पर भी कोई Advisory हे या नही ?
Like · Reply · May 6 at 9:43pm

Rajyavardhan Rathore ऐसे विषय में तुरंत कार्यवाही करने हेतु सरकार ने BCCC, ASCI जैसे एजेंसियों को चिह्नित किया है। साथ ही गामा जैसे पोर्टल पर आनलाइन शिकायत दर्ज की जा सकती है। हमने कई कार्यक्रमों एवं चैनल पर कार्यवाही की है और भविष्य में भी तुरंत कार्यवाही हेतु तत्पर रहेंगे
· May 6 at 9:58pm

PIB India retweeted
ASCI @ascionline 4d
pot #misleading #ad ? mplain to ASCI .ly/1tAjoTS WhatsApp 710012345 @PIB_India irvpaswan

Consumer Affairs @consaff
You may contact ASCI for this. Visit ascionline.org @Amit_Mobilemall @Consumers_India

Rajyavardhan Rathore ... 3d
Point taken on Ad. Will raise this matter with officials and self regulating bodies @ascionline and BCCC @MIB_India

Sailendra @sailendra_ag
@Ra_THORe why all superstitious and horror TV SERIALS are allowed? My 7 yr old daughter closes eyes everytime she sees the ad @narendramodi

JagoGrahakJago.com
Reach out to @ascionline you spot a bad ad! Jago Grahak jago !

FSSAI followed you
FSSAI
@fssaiindia

FSSAI @fssaiindia 7d
Snap or #Whatsapp to @ascionline if you come across any misleading ads in the F&B sector.
bit.ly/29RCv6D
pic.twitter.com/mqwUjmKTHh

MANOJ PARIDA
@manuparida1
@ascionline @twitter
carry on good work
5:39pm · 10 Sep 2016 · Twitter for And

All India Radio News retweeted
ASCI @ascionline 16d
#FSSAI signs MoU with ASCI to address #Misleading Ads in the F&B sector bit.ly/291Pmri @airnewsalerts pic.twitter.com/FqW4vGYGFJ

FSSAI retweeted
ASCI @ascionline
#ASCIinNews Read:
bit.ly/296ZrTH
@BWorldOnline @fssaiin
@consaff
#Share #RT #Food #Beve
#Ads pic.twitter.com/yt3s

BTP retweeted
ASCI @ascionline
#ASCIinNews Read a
bit.ly/28VFGrX #Roac
Ready Reckoner:
bit.ly/28XDwNC @blrc
pic.twitter.com/nA3Z8

Doordarshan Kisan liked
ASCI @ascionline 14d
#NationalDoctorsDay

@DDKisanChannel
pic.twitter.com/qDqNaGW5Wg

Ministry of Railways retweeted
ASCI @ascionline 11d
#ASCINostalgia : A rare nostalgic travel happy hours ticket promoted by #Railways

@RailMinIndia #Bombay
pic.twitter.com/1tOJf98xOo

PUNE POLICE liked
in reply to PUNE POLICE
ASCI @ascionline 32d
#WorldDayAgainstChildLabour Say NO to #ChildLabour #SelfRegulationBestRegulation #RT @PuneCityPolice
pic.twitter.com/g7sTxxVOF8

ASCI in News

उपभोक्ता शिकायतों के लिए ए.एस.सी.आई. की 'स्वतंत्र समीक्षा प्रक्रिया'

मुंबई, 29 मई (एजेंसी) : भारतीय मानक विज्ञापन परिषद ने कहा कि उपभोक्ता हितों के संरक्षण हेतु उसने शिकायतों के लिए एक 'स्वतंत्र समीक्षा प्रक्रिया' प्रारंभ की है। विज्ञापन उद्योग के स्व-विनियामक संगठन मुताबिक, उपभोक्ता शिकायत परिषद की समीक्षा के लिए नई प्रक्रिया एक स प्रदान करती है, जिसके तहत यह विज्ञापनदाता या शिकायतकर्त्ता उ असंतुष्ट तो नहीं हैं। ए.एस.सी.आ

स्वतंत्र तंत्र की सुविधा देती है नई प्रक्रिया

ASCI introduces review process for redressals in advt industry

ST CORRESPONDENT
reporters@asiaxtimes.com

Pune: In its continuous endeavour to strengthen the professional and ethical standards in the advertising industry and ensure responsible advertising and thereby protect the interests of the consumers, the Advertising Standards Council of India (ASCI) has introduced an 'Independent Review Process'.

This procedure facilitates an independent mechanism to review the recommendations made by Consumer Complaints Council either the advertiser or the complainant is dissatisfied with such recommendations.

This procedure facilitates an independent mechanism to review the recommendations made by Consumer Complaints Council if either the advertiser or the complainant is dissatisfied with such recommendations.

a technical expert, where necessary.

Currently, Justice Mukul Mudgal (Retd chief justice of Punjab and Haryana High Court) has been appointed by the selec-

In his role as the CCO, Venkataramana will be responsible for managing complaint lodging, investigation, redressal and follow-up processes for effective compliance of ASCI codes.

According to officials, ASCI has been rapidly progressing on various initiatives for upholding self-regulation in advertising, safeguarding consumers' interest and partnering with various government bodies in restraining misleading advertisements.

Commenting on these initiatives, ASCI Ch

ASCI's work valued by advertisers, ...es and the govt alike: Swamy

...K Swamy, the new-...ed chairman of Ad-...Standards Council of ...SCI) and chairman and ...ng director of advertis-...ncy R K SWAMY BBDO, ...ollin Furtado that ...which is an NGO and has ...tion, will get some legal ...n the Consumer Protec-...being amended.

...ook to bring to the table ...airman of ASCI?

...rs old and is a mature or-...here are good people run-...Secretariat and there is a ...of Governors to guide ASCI ...role of ASCI is well known ...tisers, agencies and media, ...by the larger ...e ASCI's deci-...offending or ...ng ads" could ...ted running of ...paigns. Also, we ...tional Advertis-...itoring Service ...which tracks advertising of all ...advertised categories. And then we ...de Department of Consumer Af-...portal "Grievances Against Mis-...

determined by these people with consumer interests. I think this aspect must be brought to the fore and internalised by the industry.

What do you think are the problems ASCI is currently is facing? How do plan to solve them?

There is no problem as such that ASCI is facing. Our good work is appreciated by the government and bulk of the advertisers and agencies.

With Patanjali taking ASCI to the High Court for pulling up its ads, what is the next step of action you will take as the chairman?

First and foremost, ASCI does not pull up anyone. We are a recommendatory body. We determine whether an ad complained against is indeed misleading or offensive and put the decision on our website and distribute through a press release, whether the complaint received is upheld or not upheld. We will continue to do this. As a democratic country if someone goes to court we will meet them there to defend our right to adjudicate against any reported ad. We owe this to our consumers

Q & A
Srinivasan K Swamy
chairman at The Advertising Standards Council of India

ASCI has been criticised by the courts several times with non-m... March 2015. Do you think ... jurisdiction ...

You are refer... The final ju... have attempted ... legal jurisdic... tory only, ... compliance.

Why does ASC... including print ... hoardings, etc ... given the autho... television ads?

I have already re... lier. TV Channels ... late ASCI code co... in other media ... ment taking acti... ers if the governm...

Do you think the ... been slow in reco... regulatory body?

ASCI codes have f... rules framed under ... Network Act 22 years ... will come.

How many member... or Complaints Cou... from the civil socie...

As mentioned earli... a majority of CCC ... members come from the civil ... society. The ... Board evalu... ates possible ... candidates and ... ensures that ... different cate... gories of civil ... society mem... bers are repre... sented in CCC ... so that no bias ... seeps in when the ... a d j u ... adjudicated.

...he impact on ASCI if ...he case in the court?

...ll go on irrespective of ... will continue to do what ...t.

...t ASCI could lose its ...advertising watch-...ds such as Patanjali ...ing its orders?

...is supporting us. We do ...get some legal backing ...sumer Protection Act ...cess of being amended.

...idiction currently of ...it be strengthened?

...It has no legal jurisdic-...ent to Consumer Pro-...provide a solution in ...vould think.

Srinivasan Swamy is new Chairman of ASCI

Advertising Standards Council of India (ASCI) on Friday elected BBDO Chairman and Managing Director Srinivasan K Swamy as chairman. "We are confident the market-... industry bod-...vists and the ...ek ASCI's serv-...

AYUSH ministry ropes in A... to scan ayurvedic drug ad...

...dvertisements claiming treatment of diseases in violation of the regulations have been a...

Itu Chandra Sharma
...@hindustantimes.net

Delhi: Pointing to high inci... of misleading advertise-...s for alternative medicines ...ing to treat certain diseases, ...inistry of Ayurveda, Yoga ...turopathy, Unani, Siddha ...moeopathy (AYUSH) has ...n Advertising Standards ...of India (ASCI) to strictly ...such advertisements and ...roriate action against ...g companies.

...cy of AYUSH has given ...monitoring mandate to ...ntially misleading ad-...ements in the AYUSH sector ...and process complaints through ...ts Consumer Complaints Council (CCC). The Ministry of AYUSH will also redirect complaints against misleading advertisements they receive to ASCI, which will be reviewed using ASCI's code and guidelines, across the print and electronic media.

"We have signed an MoU with ASCI to effectively weed out such advertisements so that consumers are protected from unscrupulous manufacturers selling products making false claims. This is vital for the propagation of AYUSH sys-...


Picture used for representative purposes only —THINKSTOCK

Ministry of AYUSH said.

"The arrangement would also ensure that any advertisement making claims for diseases and disorders, in violation of the notification issued by our ministry for indications that have been prohibited from claiming, are immediately brought to our attention," he said.

ASCI will also report to the Ministry of AYUSH regarding advertisements that are in potential violation of the Drugs and Magic Remedies (Objectionable Adver-...

...ance of ASCI's CCC recommendations for the Ministry of AYUSH to take further action. Violation of the law attracts imprisonment for six months or fine or both for first conviction, and for subsequent conviction imprisonment for a year or fine or both.

The State and Central Licensing Authorities will be actively involved with the ASCI and the Ministry of AYUSH. "AYUSH is among top three sectors where we find a high incidence of misleading ad-...

Celebrities must ensure claims in a...

PRESS TRUST OF INDIA

...cationists in the definition ...ambassadors.

"Celebrities for the purp... guideline are those people w... the field of entertainment an... said. Advertisements featur... ties need to doubly ensure ... made in it are not misleadi... unsubstantiated so as not t... interests of the consumers, es... products or services which ca... ous financial and physical lo... guidelines said.

Putting the onus on ce... addedly, "...

...ent and sports ...e to take due ...ims made in ...them do not ...to the draft ...g Standards ...celebrities ...ot include ...lders, politi-...es, bureau-...rsonalities

ASCI's 'WhatsApp no.' completes one year in protection of consumer rights

By A Staff Reporter

The Advertising Standards Council of India (ASCI) which had launched its digital initiative -Snap and WhatsApp (+91 77100 12345), to enable consumers to register their grievances against objectionable advertisements through an easy and effective medium, completed one year, on the World Consumer Rights Day, on Wednesday.

The WhatsApp was themed "Consumer Rights in Digital Age", providing an efficient first touch point for consumers to register their complaints with great ease free of cost. Today the WhatsApp platform registers 200 Million monthly active users in India. With more and more consumers access-...ing the medium, ASCI's WhatsApp number has radically increased its outreach and in one year since its launch, and it contributed approximately 15% of the total number of advertisements complained against by consumers.

Commenting on the success of WhatsApp initiative, ASCI Chairman Srinivasan K Swamy, said, "By ensuring that the advertisements are truthful, decent, non-offensive, legal and fair in competition, ASCI is ensuring the protection of the interests of consumers. It has provided Indian consumers a powerful tool through its WhatsApp number, to take action against objectionable advertisements and protecting their rights in this digital age."

The complaints ASCI received on WhatsApp in the last year were related to the sectors including: FMCG, Healthcare, Telecom, E-commerce, Travel, Durables, Automotive, Food and Beverages and Education, which have been seen across mediums like TV, Print, Website, Radio, SMS, Emailers, Promotional Materials, Product Packaging and Hoardings.

This WhatsApp initiative is par... a more comprehensive system ... up by ASCI to get consumers to re... ister complaints on what they co... sider are offensive. Initially it set up a web-based complaint registration system and later it launched a free mobile app "ASCIonline" in July 2015, which was followed, by the launch of WhatsApp number (7710012345) in March 2016. With these measures, ASCI is able to effectively engage with thousands of consumers who raise objections against misleading or offensive advertisements.

ASCI also has a tie up with Broadcast Audience Research Council (BARC) through which ... tors nation...

...tisements are reviewed to weed out potentially misleading advertisements. ASCI tracks 32 national Newspapers (all editions) that contributed to over 80% ... newspa...





India's e-commerce industry will now mark its presence at the Advertising Standards Council of India, with Vijay Shekhar Sharma-led Paytm becoming a member of the self-regulatory organisation next month.

New consumer law to give advertisement regulator more po...

VIVEAT SUSAN PINTO
Mumbai, 7 September

The Advertising Standards Council of India (ASCI), an apex body that works on the principle of self-regulation in the sector, could soon have powers to check misleading ads across media and segments under the proposed new Consumer Protection Act, 2016.

The parliamentary committee, which looked into the Bill, had recommended this earlier. Sources told *Business Standard* the government is considering the proposal before the Bill is presented in Parliament in the winter session. At present, ASCI has powers only for television advertisements. In case an advertiser violates its ... detailed guidelines on advertising — it is asked to modify the aberrant advertisement. If the advertiser does not comply, the matter is referred to the Union information and broadcasting min-...

GETTING TEETH
Consumer Protection Act, 2016, will empower Advertising Standards Council of India to act across media in checking misleading advertisements

HOW IT WORKS NOW
- Complaints against any ad is looked into by Consumer Complaints Council (CCC)
- CCC takes a call on upholding or not a complaint
- If a complaint is upheld, ASCI tells the advertiser concerned to comply with its directions
- For TV ads, advertisers have to comply. In other categories, it is up to the advertiser

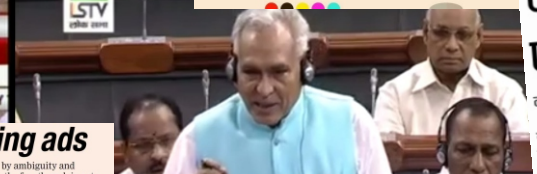
IN THE FUTURE
- ASCI will act as a partner to the Consumer Protection Authority (CPA), a nodal body
- It will be empowered to look at misleading ads across categories and segments
- For violation of rules, ASCI will ask advertisers to modify
- If advertisers don't comply, the matter will be referred to the CPA

...istry, which takes penal action.

Under the changes proposed in the Bill, ASCI will be a partner of the Consumer Protection Authority (CPA), a nodal body. ASCI will keep track ... media and ask advertisers who violate the rules to modify their campaigns. If the advertiser ... not comply ...

In the future, ASCI would also be empow... work with individual government regul... h as the Food Safety and Standards ... of India (FSSAI) for ads pertaining to ... ctors.





ASCI upholds complaints of 130 misleading ads

Mumbai: Advertising sector watchdog ASCI upheld complaints against 130 misleading advertisements in April, including those of Godrej Consumer Products, Hindustan Unilever, Reliance Communications and Vodafone.

The Customer Complaints Council (CCC) of Advertising Standards Council of India (ASCI) upheld complaints against 130 out of 199 advertisements reported to it.

It upheld complaint against Reliance Communications for its fastest 4G network claim, saying it "was not substantiated and is misleading by exaggeration."

For Vodafone Indias advertisement, it said, "in view of the limit of 300 minutes/day as mentioned in the advertisement, the claim, `Rs 328 + unlimited local / STD calls for 28 days, is misleading."

It found Godrej Consumer Products Cinthol advertisement "misleading by ambiguity and omission", since the free pack on offer was of a smaller size.

"'Buy 3 Get 1 Free is prominently displayed on the front of pack. However, this declaration is misleading by ambiguity and omission as the fourth pack is not of the same size. While the said claim was qualified by a disclaimer to declare the details of the free offer - Buy 3 units of 125g soaps and get 1 unit of 75g free, the placement position of the disclaimer was not on the same panel of the packaging," said the ad regulator.

It also pulled up Hindustan Unilevers Pepsodent Germi Check advertisement and said it was misleading by omission of other measures required to be taken for protection from caries (dental cavities) after eating sugary food.—PTI



THINKSTOCK

दवा के भ्रामक विज्ञापनों पर लगाम को करार

नई दिल्ली | एजेंसी

दवाइयों को लेकर भ्रामक विज्ञापनों और कदाचार पर लगाम लगाने के लिए शुक्रवार को आयुष मंत्रालय ने भारतीय विज्ञापन मानक परिषद (एएससीआई) के साथ समझौता किया।

आयुर्वेद, योग, प्राकृतिक चिकित्सा, यूनानी, सिद्ध और होम्योपैथी औषधियों, उपचारों से संबंधित सेवाओं को लेकर भ्रामक विज्ञापनों से निपटने के लिए यह करार की गई है। इसके तहत एएससीआई प्रिंट और इलेक्ट्रॉनिक मीडिया में इन विज्ञापनों की व्यापक रूप से निगरानी करेगा। एमओयू पर आयुष मंत्रालय में सलाहकार डॉ. डीसी कटोच और एएससीआई के अध्यक्ष एसके जोशी ने हस्ताक्षर किए। इस दौरान आयुष

> पारंपरिक औषधियों के गलत विज्ञापन के कारण विश्वसनीयता पर सवाल उठ रहे हैं। इस पर नजर रखने के लिए हमने एएससीआई के साथ हाथ मिलाया है।
>
> -अनिल गनेरीवाला, संयुक्त सचिव, आयुष मंत्रालय

मंत्रालय में सचिव अजीत एम शरण भी मौजूद रहे। एएससीआई के अनुसार, उसे भ्रामक विज्ञापन के बारे में सालाना 1500 शिकायतें मिलती हैं। मंत्रालय ने एएससीआई को स्वतः निगरानी का भी निर्देश दिया ताकि उपभोक्ता शिकायत परिषद के माध्यम से शिकायतों पर कार्रवाई की जा सके।

भूलथा...

दिशाभूल करणाऱ्या ...

TICES IN ADS OF TRADITIONAL MEDICINES

pact with ASCI to monitor commercials

ses of misleading advertisements eda, Yoga and Naturopathy, Unani, athy drugs, treatments and related comprehensively monitor these cross print and electronic media

YUSH through its Consumer h and Complaints Council (CCC). asan K The Ministry will also redi- ce of rect complaints against mis- jit M leading advertisements they receive, to the ASCI, which will viewed using ASCI's code guidelines. As per the , ASCI will report the istry, all advertisements in ntial violation of the Drugs Magic Remedies

(O b j e c t i o n a b l e Advertisements) Act, 1954 and Rules there under as well as non-compliance of ASCI's CCC recommendations for further action.

Sharan, said that the pact aims to ensure safe access and effective medicines to the consumers. The arrangement would also ensure that any advertisement making claims for diseases and disorders, in violation of the existing regulations, are immediately brought to our Swamy n AYUSH is amor tors reporting h misleading adv

some of the advertisements in the AYUSH sector claiming treatment of certain diseases in violation of the Drugs and Magic Remedies Regulations.

"False ads about traditional medicines have led to the loss of credibility for AYUSH. We will also be setting up a monitoring cell in the ministry which will coordinate with ASCI," said Joint Secretary, AYUSH, Anil Ganeriwala.

The Drugs and Magic Remedies (Objectionable

Celebs to face music for fake ads

By **Mail Today Bureau** in New Delhi

CELEBRITIES from the fields of entertainment and sports endorsing products will have to do due diligence to ensure that claims made in advertisements featuring them do not mislead people, according to the new draft guidelines issued by the Advertising Standards Council of India (ASCI).

Celebrities for the purpose of this guideline are those people who are from the field of entertainment and sports, it said. These guidelines for celebrities in advertising do not include business leaders, religious leaders, politicians, government functionaries, bureaucrats and other well-known personalities like doctors, authors, activists and educationists in the definition of brand ambassadors. Advertisements featuring celebrities need to doubly ensure that claims made in it are not misleading, false or unsubstantiated so as not to harm the interests of the consumers, especially for products or services

Movie stars and sportspersons will have to do due diligence

cal loss, the draft guidelines said. Puttin onus on celebrities, the guidelines state celebrities should do due diligence to er that all description, claims and compar made in the advertisements they appe or endorse are capable of being object ascertained and capable of substantia and should not mislead or appear dece

All such ads endorsed by celebrities sh ensure it does not violate any of the / code in letter and spirit and the adve and the ad agency should make sure a it. Celebrities are expected to have adeq knowledge of these codes and it is the of the advertiser to make sure that elebrity is made aware of them.

ASCI Introduces A New Initiative For Its E-Learning Course At Goafest!

Advertising by MediaInfoline - April 8, 2017



ASCI की भूमिका को SC की मान्यता

मुंबई, का.सं. विज्ञापन में आत्म-
नियंत्रण की कोशिशों को स्वीक
रते हुए भारत के सर्वो
यालय ने भारतीय विज्ञा
क परिषद यानी एडवर्टाइज़ि
काउंसिल ऑफ इंडिया
पन सामग्रियों के लिए
-नियंत्रक व्यवस्था का समर्
हुए मान्यता प्रदान की
न ने कॉमन कॉज बन
रकार एवं अन्य के माम
में पारित अपने फैसले

एएससीआई की भूमिका को सुप्रीम कोर्ट की मान्यता

नई दिल्ली, (वार्ता)। विज्ञापन में आत्म-नियंत्रण की कोशिशों को स्वीकार करते हुए सुप्रीम कोर्ट ने भारतीय विज्ञापन मानक परिषद यानी ऐडवर्टाइजिंग स्टैंडर्ड्स काउंसिल ऑफ इंडिया (एएससीआइ) द्वारा विज्ञापन सामग्रियों के लिए लागू आत्म-नियंत्रक व्यवस्था का समर्थन करते हुए मान्यता प्रदान की है। अदालत ने फैसले में कहा कि वैधानिक एवं आत्म-नियंत्रक प्रणाली दोनों में मौजूदा विनियामक व्यवस्था मौंडिया संबंधी सामग्रियों के नियंत्रण के लिए पर्याप्त है और इसमें किसी हस्तक्षेप की आवश्यकता नहीं है। एएससीआइ जैसे आत्म-नियंत्रक संगठनों द्वारा उपलब्ध निवारण प्लैटफॉर्म मीडिया में मौजूदा कानूनों के विपरीत सामग्रियों विरुद्ध पीड़ित उपभोक्ताओं के लिए पहली सीढ़ी का काम करता सर्वोच्च न्यायालय के निर्देश पर प्रतिक्रिया देते हुए एएससीआइ चेयरमैन, श्री एस.के.स्वामी ने कहा कि, 'भारत के उच्चतम यालय से सर्वोच्च मान्यता मिलना एएससीआइ के लिए गौरव र सम्मान का विशय है। यह अन्तर्न उत्साहवर्द्धक है क्योंकि इस देष से विज्ञापन सामग्रियों पर आत्म-नियंत्रण के लिए एएससीआइ प्रक्रियाओं की पुष्टि होती है। इससे भ्रामक, अभर्यादित, निकारक और अनुचित विज्ञापनों से उभोक्ताओं के उचित हितों

जाहिरात फसवी नसल्याची खात्री सेलिब्रेटींनीच करावी - एएससीआय

नवी दिल्ली : मनोरंजन विश्व आणि क्रीडा विश्वातील अभिनेते आणि नामांकित व्यक्तींनीच (सेलिब्रेटी) आपण करत असलेल्या जाहिरातींमधील दावे लोकांची दिशाभूल करणारे किंवा फसवे नसावेत याची खात्री करायला हवी, असे भारतीय जाहिरात मानक परिषद (एएससीआय)च्या मार्गदर्शक तत्त्वाच्या मसुद्यात म्हटले आहे. तथापि जाहिरातीत काम करणाऱ्या नामांकित व्यक्तींसाठी बनवण्यात आलेल्या मार्गदर्शक तत्त्वांमध्ये व्यावसायिक विश्वातील आघाडीचे लोक, धार्मिक नेता, राजकीय तज्ञ, सरकारी अधिकारी, सरकारी नोकरदार वर्ग तथा डॉक्टर्स, लेखक, कार्यकर्त्यांना आणि शिक्षणसम्राटांना भारतीय जाहिरात मानक परिषद (एएससीआय)कडून ब्रँड ॲम्बेसेडरच्या यादीत समाविष्ट करण्यात आलेले नाही. मार्गदर्शक तत्त्वाचा उद्देश जे मनोरंजन विश्व तथा क्रीडा विश्वातून येतात अशा सेलिब्रेटींशी असल्याचे यात म्हटले आहे.

ads not misleading: ASCI

n of brand comparisons made in the advertisements they appear in or endorse are capable of ose of this being objectively ascertained and capable ho are from of substantiation and should not mislead d sports," it or appear deceptive."

ng celebri- All such ads endorsed by celebrities that claims should ensure it does not violate any of ng, false or the ASCI code in letter and spirit and the o harm the advertiser and the ad agency should pecially for make sure about it. "Celebrities are n cause seri- expected to have adequate knowledge of ss, the draft these codes and it is the duty of the adver- tiser and the agency to make sure that the celebrity they wish to engage with is made aware of them," the draft guide- lines said.

ebrities Must Ensure Claims Ads are Not Misleading: ASCI

Press Trust of India

Delhi: Celebrities from the fields ertainment and sports endorsing cts will have to do due diligence to e that claims made in advertise- s featuring them do not mislead pe- s per draft guidelines by ASCI. Advertising Standards Council of (ASCI) in its guidelines for cele- s in advertising, however, did not de business leaders, religious lea- ders, politicians, government functionaries, bureaucrats and other well-known personalities like doctors, authors, activists and educationists in the definition of brand ambassadors.

"Celebrities for the purpose of this guideline are those people who are from the field of entertainment and sports," it said. Advertisements featuring celebrities need to doubly ensure that claims made in it are not misleading, false or unsubstantiated, the draft guidelines said.



Celebs must ensure ad claims

Celebrities from the fields of entertainment and sports will have to do due diligence to ensure that claims made by them in advertisements do not mislead people.

SC upholds the role of ASCI and other regulatory bodies

By Raju Vernekar

The Supreme Court (SC) recently disposed off a bunch of writ petitions filed to demand a "complaint redressal mechanism" to control Radio and TV programs violating ethics, saying that such mechanism already exists and offenders are booked under relevant laws by regulating agencies.

The petitions (No. 387/2000,963/2013 and 1024/2013, were filed by the NGOs 'Common Cause'



S K Swamy, Chairman, ASCI

and 'Media Watch' respectively. The Union Information and Broadcasting Ministry, Indian Broadcasting Foundation (IBF), the News Broadcasters Association (NBA) and the Advertising Standards Council of India (ASCI) were the respondents.

Dealing with these petitions, a

fective pre-emptive step to statutory provisions in the sphere of media regulation for TV and Radio programmes in India. Besides, in the last 5 years these regulatory bodies had issued 63 warnings and 18 "off-air" penalties to different channels and radio stations.

The bench also observed that Union Information and Broadcasting Ministry has already set up inter-ministerial committee (II on April 25, 2005, under the chmanship of the Addl. Secre (I&B), comprising officers dr from various Ministries of Cer Govt. including Home Affairs, fence, External Affairs, Law & Jus Women and Child Development Health & Family Welfare.

The Electronic Media Monito Centre (EMMC) has the capaci conduct 24X7 monitoring of channels a year and this capa will be enhanced to 1,500 chanr by the end of this year. The reg tory mechanism sought by the p tioners, is already in place, an such no further directions are ca for, the bench noted.

Commenting on the SC' direc ASCI Chairman S.K.Swamy, saic was a matter of pride and hono ASCI to have received the recogni from the highest institution like Supreme Court of India. This o endorses ASCI's processes for regulating advertising content therefore, motivates us furthe



Apple, Cove, Unilever & Nivea on ad watchdog's list of misleading commercials

By **Vidya.S** in New Delhi

Fault lines surface in ads of top brands





Union Minister Of Consumer Affairs Ram Vilas Paswan Wholeheartedly Supported Th Swachh Ads Abhiyaan By ASCI

Article by MediaInfoline - October 20, 2016

Food regulator ropes in advertising council to put check on misleading ads

OUR CORRESPONDENT

NEW DELHI: In a move aimed at safeguarding the interests of consumers, the Food Safety and Standards Authority of India (FSSAI) has roped in the Advertising Standard Council of India (ASCI) to keep a check on misleading advertisements in food and beverages sector.

An MoU has been signed by the food regulator and advertising council in this regard.

According to the agreement, the ASCI would comprehensively monitor fraudulent advertisements across various media as it has been given a suo moto monitoring mandate by the FSSAI to process complaints against misleading food and beverages advertisements.

The MoU also requires the advertising council to report to the FSSAI about non-compliance of the ASCI's decisions for further action as required as per the provisions of the FSSAI Act.

The FSSAI would also redirect complaints against misleading advertisements to the ASCI, which would be



Pawan Agarwal, CEO, FSSAI

making misleading, unsubstantiated or false claims.

Commenting on the development, FSSAI CEO Pawan Agarwal said, "The food regulator has taken a serious view of misleading advertisements related to food and to effectively handle the same, an MoU with the ASCI has been inked. It would provide paradigm shift towards handling such scenario and would also bring transparency and accountability with stakeholder's participation".

ASCI chairman Benoy Roychowdhury said, "The partnership with FSSAI will augment our efforts in putting a check on misleading advertisements. Food and beverages consumed on a daily basis are

News Brief

FSSAI signs MoU with ASCI to address misleading advertisements in F&B sector



KOLKATA: MoU partnering with the Advertising Standard Council of India (ASCI) was signed by the Food Safety and Standards Authority of India (FSSAI) on Tuesday. Keeping in mind the misleading advertisements in the Food and Beverage sector (F&B),ASCI will comprehensively monitor these advertisements across various media. FSSAI has given a suo moto monitoring mandate to ASCI to process complaints against misleading F&B advertisements.MoU also requires ASCI to report to FSSAI non-compliance of ASCI's decisions for further action as required per provisions of FSSAI Act.FSSAI received cases of misleading advertisements through "GAMA PORTAL". Out of 21 cases received till date, FSSAI disposed 06 cases and remaining cases are in different stages of scrutiny/disposal. FSSAI will also redirect complaints against misleading F&B advertisements to ASCI, which will be reviewed using ASCI's code and guidelines. The review will include violation of the FSSAand Regulations related to advertisements making misleading, unsubstantiated or false claims. This partnership will put in place a mechanism to monitor misleading advertisements and will lead towards ensuring advertisements effectively through structured guidelines and appropriate action. Speaking on the occasion Pawan Agarwal, CEO, FSSAI added "FSSAI has taken a serious view of misleading advertisements related to Food and to effectively handle the same have entered into MoU with ASCI which shall provide paradigm shift towards handling such scenario and shall also bring transparency and accountability with stakeholders

ASCI upholds 63% of plaints against ads

Satyaamarayan.Iyer@timesgroup.com

Pune: The Advertising Standards Council of India (ASCI) has upheld most of the complaints against companies for making "misleading claims" through unstantiated claims" in their advertisements between April 2015 and February 2016. The council upheld this year 63% of the1,226 complaints it received from various lists it received during the period.

"After a complaint is finalized, the advertiser is given a chance to present his side and based on the veracity of the explanation a complaint is either upheld or rejected. Once a complaint is upheld, the advertiser has to comply with the ASCI's rulings and consent to withdraw the advertisement in question," the council said.

Shweta Purandare, secretary general, ASCI, said, "Almost 80% of the advertisers comply with the rulings and alter their advertisements." The complaints up

The complaints were against 'unsubstantiated claims' in ads between April 2015 and February 2016

track 32 national newspapers/all editions) and all TV channels across the country in all languages," the council said in a statement.

A majority of complaints were in the personal and beauty category followed by education, food and beverages and telecommunications companies. The ASCI has launched a WhatsApp number 7506668888 for people to register their complaints.

ASCI wins gold at Global EASA Best Practice Awards

ST CORRESPONDENT
reporters@sakaaltimes.com

ne: The Advertising Standards Council of India (ASCI) s bagged the Gold Award their Mobile App 'ASCI on- ' to receive consumer com- ints against false advertise- nts at Global EASA Best

creasing ASCI's reach acr India. With a catchy slog 'SnapIt and AppIt', the app consumers' flag complai against offensive/misleadi vulgar advertisements. every complaint, they get time auto updates within app every time the status of the complaint is changed as

Food regulator to come out with norms to check misleading ads

FSSAI signs MoU with Advertising Standards Council of India

OUR BUREAU
new Delhi, June 28

The Food Safety and Standard Authority of India (FSSAI) is working on regulations to check misleading and unsubstantiated health and nutritional claims made by food and beverage companies.

The food regulator on Tuesday also signed a memorandum of understanding with the Advertising Standards Council of India (ASCI) to proactively look into issues of misleading ads and claims in the food and beverage sector.

Addressing a media roundtable here on Tuesday, Pawan Agar-

products and wish to make certain claims can get these pre-approved. We believe this will build a robust ecosystem regarding health and nutritional claims," he said, adding that the regulations will be finalised in some time.

Under the MoU, FSSAI has given "suo motu" mandate to ASCI to process complaints against misleading ads by food companies. ASCI will actively monitor advertisements across various TV and print media.

In addition, it will also report to FSSAI those companies that do not comply with its directions, after it gets complaints through the GAMA Portal set up by the Consumer Affairs Ministry.

In addition, FSSAI will also refer direct complaints against misleading food and beverage advertisements to ASCI, which will be reviewed using ASCI's code



ASCI wins Gold at Global EASA Best Practice Awards 2016 for "ASCIonline" Mobile App initiative.

European Advertising Standards Alliance (EASA)







ASCI

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