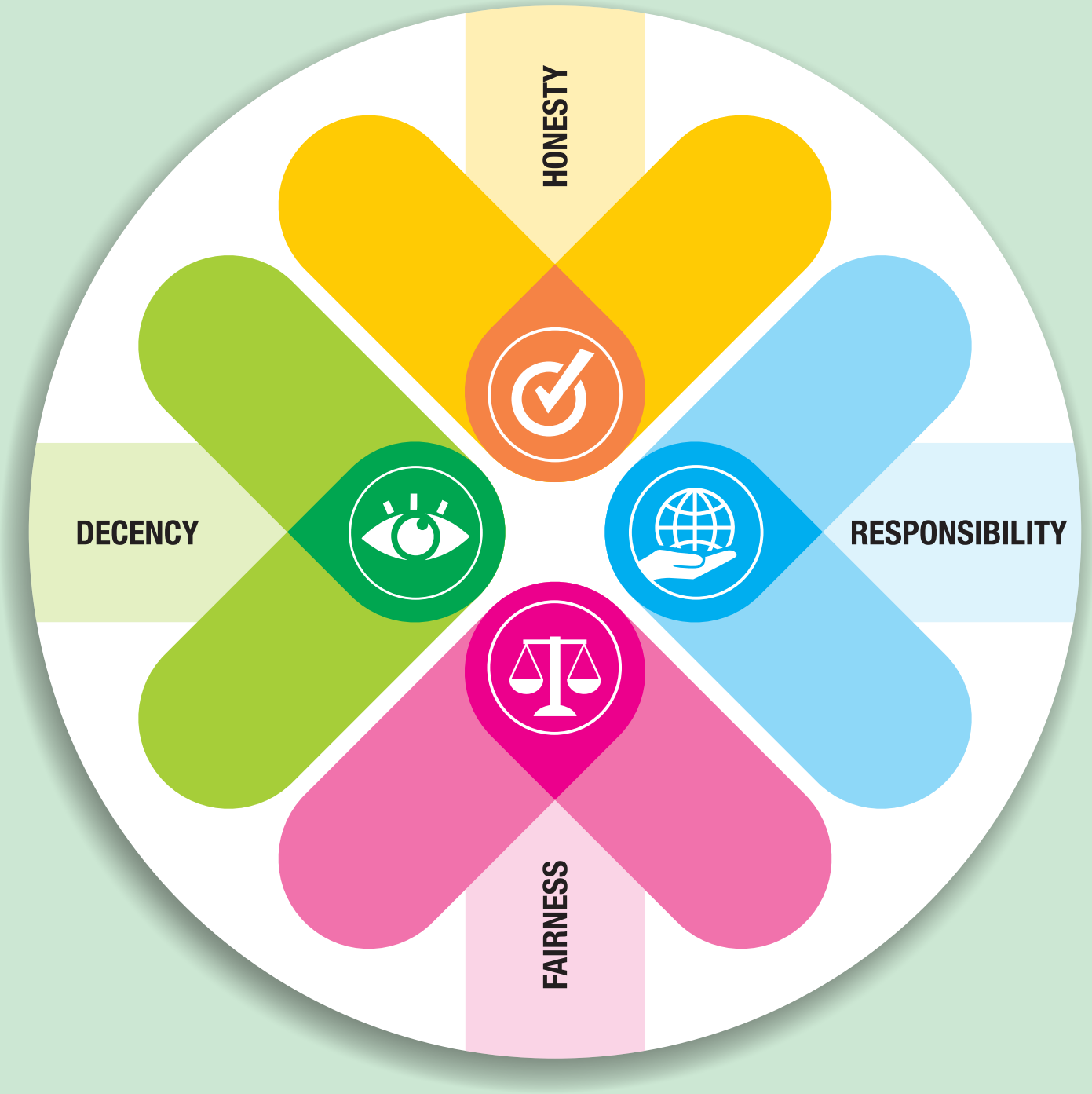
ASCI

The Advertising Standards Council Of India

32nd Report & Accounts of 2017-18



So you can trust
advertising

Government strengthens its support towards Self - Regulation in advertising



Renewal of DoCA MoU



SELF –REGULATORY INITIATIVES
MoUs with Government Bodies
May 2018 - ASCI successfully completes third year of its collaboration with Department of Consumer Affairs (DOCA) in managing their portal (gama.gov.in)

Renewal of MoU with FSSAI

February 2018 – FSSAI renewed MOU with ASCI for the second year.





ASCI appointed on AYUSH's Empowered Committee

ASCI appointed on AYUSH's Empowered Committee to control misleading advertisements of Ayurveda Siddha Unani & Homeopathy drugs – February 2018

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AUDITORS :

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

REGISTERED OFFICE :

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

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

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

BOARD OF GOVERNORS



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



Mr. D. Shivakumar
Vice-Chairman (ASCI)
Group Executive President
Aditya Birla Management Corporation Pvt. Ltd.



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



Mr. Harish Bhat
Director
Tata Global Beverages Ltd.



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



Mr. Raj Jain
CEO
Bennett Coleman & Co. Ltd.



Mr. Subhash Kamath
Managing Partner
BBH Communications India Pvt. Ltd.



Mr. Sandeep Kohli
Executive Director & Vice President for Personal Care
Hindustan Unilever Ltd.



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



Prof. S.K. Palekar
Adjunct Professor & Advisor - Executive Education
Institute of Management Technology



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



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



Mr. Benoy Roychowdhury
Executive Director
HT Media Ltd.

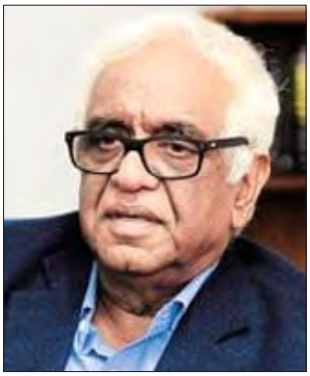


Mr. K.V. Sridhar
Founder & Chief Creative Officer (Director)
Hyper Collective Creative Technologies Pvt. Ltd.



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

INDEPENDENT REVIEW PROCESS PANEL



Justice Mukul Mudgal (Retd.)
Former Chief Justice
High Courts of Punjab & Haryana



Justice Mohit S. Shah (Retd.)
Former Chief Justice
High Courts of Bombay & Calcutta



Justice Dr. S. Radhakrishnan (Retd.)
Former Judge, Bombay High Court

CONSUMER COMPLAINTS COUNCIL MEMBERS



Mr. Hemant Agarwal
Managing Director
Associated Advertising Pvt. Ltd,
Hyderabad



Dr. Narendra Bhatt
Ayurvedic Consultant &
Researcher, Mumbai



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



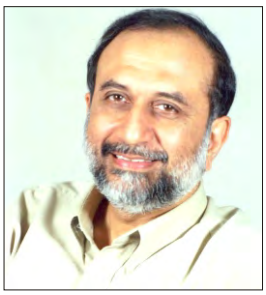
Ms. Nandita Chalam (a)
Senior Vice President & Executive
Creative Director
J. Walter Thompson, Mumbai



Mr. Jehangir Gai
Senior Journalist/Consumer Activist,
Mumbai



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



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



Ms. Manisha Kapoor
Consultant
Future Brands Ltd.,
Mumbai



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



Mr. Rajiv Kental
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 Pvt. Ltd,
Mumbai



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



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

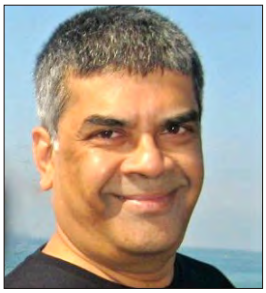


Mr. Bejon Kumar Misra
Managing Trustee
Healthy You Foundation,
New Delhi



Mrs. Vinita Dang Mohoni (b)
Business & Marketing Strategy
Consultant

(a) w.e.f. 3/2018
(b) w.e.f. 4/2017



Mr. Prabhakar Mundkur (c)
Chief Mentor
HGS Interactive



Mr. Chella Pandyan (d)
Marketing Director,
Kimberly Clark India Pvt. Ltd.



Ms. Hephzibah Pathak
President
Ogilvy & Mather,
Mumbai



Mr. Kapil Dev Pillai (e)
Head - Marketing
Godrej Consumer Products Ltd.
Mumbai



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



Dr. B. Sesikeran (f)
MD, FNAMS
Former Director National Institute
of Nutrition (ICMR), Hyderabad



Mr. Sanjay Singal (g)
Chief Operating Officer - Dairy &
Beverages
ITC Limited, Bengaluru



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



Ms. P. N. Vasanti
Director CMS
New Delhi



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

(c) w.e.f. 4/2017
(d) w.e.f. 3/2018
(e) w.e.f. 6/2017
(f) w.e.f. 2/2018
(g) w.e.f. 10/2017

BOARD MEMBERS ATTENDANCE

Attendance of the members of the Board of Governors of The Advertising Standards Council of India at Board Meetings from 364th meeting held on April 13th, 2017 to the 375th meeting held on March 8th, 2018 (12 Meetings held)

Name of Member		Meeting Applicable	Meeting Attended
Ms. Abanti Sankaranarayanan		12	09
Mr. D. Shivakumar		12	03
Mr. Shashidhar Sinha		12	10
Mr. Narendra Ambwani	(a)	07	05
Mr. Dev Bajpai	(b)	03	01
Mr. Harish Bhat	(c)	05	03
Mr. Rohit Gupta		12	07
Mr. Raj Jain		12	01
Mr. Subhash Kamath		12	06
Mr. Sandeep Kohli	(d)	08	04
Mr. Sunil Lulla		12	04
Prof. S.K. Palekar		12	07
Mr. N.S. Rajan		12	07
Mr. Al Rajwani		12	05
Mr. Benoy Roychowdhury		12	04
Mr. Gurmit Singh	(e)	09	01
Mr. Prashant Singh		12	08
Mr. K.V. Sridhar	(f)	06	02
Mr. Srinivasan K. Swamy	(g)	07	07

(a) retired 9/2017
(b) resigned 7/2017
(c) w.e.f. 9/2017
(d) w.e.f. 7/2017
(e) resigned 11/2017
(f) w.e.f. 9/2017
(g) retired 9/2017

CHAIRMAN - TENURE SINCE INCEPTION

Year	Chairman
1985-87	Brahm Vasudeva
1987-88	Ram S. Tarneja
1988-89	R.K. Swamy
1989-90	Ameen Sayani
1990-91	Mukul Upadhyaya
1991-92	Pheroza Bilimoria
1992-93	Amol Kumar Bose
1993-94	Roger C.B. Pereira
1994-95	F.T. Khorakiwala
1995-96	Jacob Mathew
1996-97	Ram Sehgal
1997-98	Dorab Sopariwala
1998-99	Bharat V. Patel
1999-2000	Bharat Kapadia
2000-01	Sam Balsara
2001-02	Dorab Sopariwala
2002-03	Ravi Kant
2003-04	N. Murali
2004-05	Goutam Rakshit
2005-06	Ram Poddar
2006-07	Shantanu Khosla
2007-08	Bhaskar Das
2008-09	Madhukar Kamath
2009-10	Dhananjay Keskar
2010-11	Rajiv Dube
2011-12	I Venkat
2012-13	Arvind Sharma
2013-14	Partha Rakshit
2014-15	Narendra Ambwani
2015-16	Benoy Roychowdhury
2016-17	Srinivasan K. Swamy
2017-18	Abanti Sankaranarayanan

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	-	9/17
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
Bhat Harish	9/17	-	
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	-	7/17
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
Kohli Sandeep	7/17	-	
Khorakiwala F.T.	8/89	-	9/99
Khosla Shantanu	7/05	-	7/15
Kurian K.	10/85	-	6/88
Krishnan G.	1/03	-	9/11
Lulla Sunil	10/11		7/14
-Do-	8/15	-	
Mahindra Harish	10/85	-	12/86
Manerikar V.V.	9/97	-	5/01
Manwani Harish	3/99	-	3/2000
Mariwala Harsh	6/96	-	9/96
Mathew Jacob	3/90	-	9/2000
Mehta Karl	10/85	-	7/88
Misra Pranesh	9/05	-	3/13
Mody Zia	8/99	-	9/04
Murali N.	10/85	-	6/88
-Do-	9/98	-	9/06
Nanjundaiah Shashidhar	6/03	-	9/03
Nerker Ashok	8/89	-	9/98
Palekar S.K.	4/13	-	
Patel Bharat V.	8/95	-	7/05
Paranjpe Nitin	2/06	-	6/08
Peerbhoy Bunty	8/93	-	7/95
Pereira Roger	10/85	-	9/97
Poddar Ram	11/98	-	9/08
Poonawala B.	7/95	-	10/95
Puri Bharat	5/02	-	12/05
Rajan N.S.	3/16	-	
Rajwani Al	8/15	-	
Rakshit Goutam	9/95	-	9/98
-Do-	3/99	-	9/05
Rakshit Partha	7/05	-	7/15
Roychowdhury Benoy	2/11	-	
Sagar Prema	8/15	-	1/16
Sakhuja Vikram	12/08	-	1/13
Saldanha Conrad	9/99	-	6/01
Sankaranarayanan Abanti	4/13	-	
Samuel Derrick	9/2000	-	4/02
Sayani Ameen	10/85	-	2/87
-Do-	6/88	-	7/95
Sehgal Ram	7/95	-	10/2000
-Do-	12/2000	-	6/05
Sen Siddharth	1/87	-	8/89
Sharma Arvind	7/05	-	7/15
Sharma Arunabh Das	9/14	-	7/16
Sheopuri R.C.	9/90	-	9/94
Shivakumar D.	6/15	-	
Shourie Deepak	9/97	-	9/99
Singh Gurmit	8/16	-	11/17
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
Sridhar K.V.	9/17	-	
Srinivasan K.B.	1/97	-	9/97
Swamy R.K.	1988	-	3/92
Swamy Srinivasan K.	9/06	-	9/17
Syed Munawar	1988	-	1/91
TandanAtul	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	-	1/18
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	-	8/17
Chalam Nandita	3/18	-	
Chinai Jaimini	8/99	-	5/01
Chitnis Suma	2/03	-	1/13
Dalal Sucheta	4/12	-	3/16
Dang Ajay	5/15	-	6/17
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
Kalra Punita	6/17	-	2/18
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
Mohoni Vinita Dang	4/17	-	
Motwani Pushpa	10/85	-	9/92
Murali N.	9/02	-	10/03
Mukherjea Peter	9/96	-	4/97
Mundkur Bal	9/90	-	11/91
Mundkur Prabhakar	4/17	-	
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
Pandyan Chella	3/18	-	
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
Pillai Kapil Dev	6/17	-	
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	-	5/17
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	-	3/18
Sengupta Anuradha	6/13	-	2/16
Sesikeran B.	2/18	-	
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
Singal Sanjay	10/17	-	
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 Shambhu 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	-	

LIST OF MEMBERS – AS ON MARCH 31ST, 2018

CATEGORY A - ADVERTISERS

1. Aachi Masala Foods Private Limited
2. Abbott Healthcare Private Limited
3. Agro Global Resources Private Limited
4. Agro Tech Foods Limited
5. Akbarallys
6. Allied Blenders & Distillers Private Limited
7. Amara Raja Batteries Limited
8. Ambuja Cements Limited
9. Anchor Electricals Private Limited
10. Anjali Mukerjee Health Total
11. Apollo Hospitals Enterprise Limited
12. Apollo Tyres Limited
13. Aptech Limited
14. Asian Paints (I) Limited
15. Bacardi India Private Limited
16. Bajaj Auto Limited
17. Bajaj Corp Limited
18. Bajaj Electricals Limited
19. Beam Global Spirits & Wine (I) Private Limited
20. Berger Paints India Limited
21. Bharat Petroleum Corporation Limited
22. Bharti Airtel Limited
23. Birla Sun Life Asset Management Company Limited
24. Birla Sun Life Insurance Company Limited
25. Britannia Industries Limited
26. Cadila Health Care Limited
27. Cargill India Private Limited
28. Castrol India Limited
29. Ceat Limited
30. Cello Pens Private Limited
31. Cipla Limited
32. Coca-Cola India Private Limited
33. Colgate-Palmolive (India) Limited
34. Colorbar Cosmetics Private Limited
35. Crompton Greaves Consumer Electricals Limited
36. Dabur India Limited
37. Dalmia Continental Private Limited
38. DBS Bank Limited
39. Dharampal Satyapal Limited
40. Eicher Motors Limited
41. Elica PB India Private Limited
42. Emami Limited
43. Eureka Forbes Limited
44. Exide Life Insurance Co. Limited
45. Ferrero India Private Limited

46. Ford India Private Limited
47. G.M. Pens International Private Limited
48. Gemini Edibles & Fats India Private Limited
49. General Mills India Private Limited
50. Glaxo SmithKline Consumer Healthcare Limited
51. Glaxo SmithKline Pharmaceuticals Limited
52. Glenmark Pharmaceuticals Limited
53. Global Consumer Products Private Limited
54. Godfrey Phillips (I) Limited
55. Godrej & Boyce Manufacturing Co. Limited
56. Godrej Consumer Products Limited
57. Housing Development Finance Corporation Limited
58. Hardcastle Restaurants Private Limited
59. Hawkins Cookers Limited
60. HCL Corporation Private Limited
61. HDFC Bank Limited
62. HDFC Standard Life Insurance Co. Limited
63. Heinz India Private Limited
64. Hero MotoCorp Limited
65. Hershey India Private Limited
66. Hindalco Industries Limited
67. Hindustan Pencils Private Limited
68. Hindustan Unilever Limited
69. Honda Motorcycle & Scooter India Private Limited
70. Honda Siel Power Products Limited
71. Hygienic Research Institute Private Limited
72. ICICI Bank Limited
73. ICICI Prudential Life Insurance Co. Limited
74. INBISCO India Private Limited
75. Indian Oil Corporation Limited
76. Indofil Industries Limited
77. ITC Limited
78. Izda Healthcare
79. J.G. Hosiery Private Limited
80. J.K. Helene Curtis Limited
81. J.K. Tyre & Industries Limited
82. Jet Airways (India) Limited
83. Johnson & Johnson Limited
84. Jyothy Laboratories Limited
85. Kamdhenu Ispat Limited
86. Kansai Nerolac Paints Limited
87. Kellogg India Private Limited
88. Keya Seth's Ayurvedic Solution
89. Kimberly-Clark India Private Limited
90. Kokuyo Camlin Limited
91. Kotak Mahindra Bank Limited
92. Leeford Cosmacia
93. Life Insurance Corporation of India
94. L'OREAL India Private Limited
95. Lupin Limited

96. Madura Fashion & Lifestyle
97. Mahindra & Mahindra Limited
98. Marico Limited
99. Maruti Suzuki India Limited
100. Max Bupa Health Insurance Co. Limited
101. McNROE Consumer Products Private Limited
102. Merck Limited
103. Micromax Informatics Limited
104. Modi Naturals Limited
105. Mondelez India Foods Limited
106. MRF Limited
107. MTR Foods Private Limited
108. Multani Pharmaceuticals Limited
109. Naaptol Online Shopping Private Limited
110. Narang Group
111. Nestle India Limited
112. Nirma Limited
113. Nivea India Private Limited
114. Nutricia International Private Limited (Danone Group)
115. One97 Communications Limited (Paytm)
116. Parle Biscuits Private Limited
117. PepsiCo India Holdings Private Limited
118. Perfetti Van Melle India Private Limited
119. Pernod Ricard India Private Limited
120. Pfizer Limited
121. Philips India Limited
122. Pidilite Industries Limited
123. Piramal Enterprises Limited
124. Polycab Wires Private Limited
125. Procter & Gamble Hygiene & Health Care Limited
126. Ratnasagar Herbals Private Limited
127. Reckitt Benckiser Healthcare India Private Limited
128. Reckitt Benckiser India Private Limited
129. Red Bull India Private Limited
130. Reliance Industries Limited
131. RSPL Limited
132. S.C. Johnson Products Private Limited
133. Samco Securities Limited
134. Sanjeevan Netralaya
135. Sat Kartar Shopping Private Limited
136. SBS Biotech - Unit II
137. Tata Chemicals Limited
138. Tata Consultancy Services Limited
139. Tata Global Beverages Limited
140. Tata Motors Limited
141. Tata Services Limited
142. Tata Steel Limited
143. Tele Trade Shopping Sky Shop
144. The Himalaya Drug Company
145. The Hongkong & Shanghai Banking Corporation Limited

146. The Ramco Cements Limited
147. Thomas Cook India Limited
148. Titan Company Ltd
149. Total Oil India Private Limited
150. Toyota Kirloskar Motor Private Limited
151. Triumphant Institute of Management Education Private Limited
152. TTK Healthcare Limited
153. TTK Prestige Limited
154. TVS Motors Company Limited
155. United Biscuits Private Limited
156. United Spirits Limited
157. VIP Industries Limited
158. VLCC Health Care Limited
159. Volkswagen Group Sales India Private Limited
160. Voltas Limited
161. VST Industries Limited
162. Whirlpool of India Limited
163. Wipro Enterprises Private Limited
164. Wrigley India Private Limited
165. WWS Skyshop Private Limited
166. YES Bank Limited

CATEGORY B - MEDIA ORGANIZATION

1. ABP News Network Private Limited
2. Adsert Web Solutions Private Limited
3. Amar Ujala Publications Limited
4. ARG Outlier Media Asianet News Private Limited
5. Bennett Coleman & Co. Limited
6. Business Broadcast News Private Limited
7. Business India Publications Limited
8. Business Standard Private Limited
9. Chitralekha
10. Dainik Bhaskar Group
11. Discovery Communications India
12. Disney Broadcasting (India) Limited
13. Divya Broadcasting Network Private Limited
14. Eenadu
15. Entertainment Network (India) Limited
16. Google India Private Limited
17. Hari Bhoomi Communications Private Limited
18. HT Media Limited
19. Independent News Service Private Limited
20. JMD Enterprises
21. Living Media India Limited
22. Malayala Manorama Co. Limited
23. Neo Sports Broadcast Private Limited
24. Neutral Publishing House Limited
25. Outlook Publishing India Private Limited
26. Paul E Commerce Private Limited
27. Radio Mango

28. Rajasthan Patrika Private Limited
29. Reliance Broadcast Network Limited
30. Sakal Papers Limited
31. Sony Pictures Networks India Private Limited
32. Star India Private Limited
33. TETE Enterprises Private Limited
34. The Mathrubhumi Printing & Publishing Co. Limited
35. The Printer (Mysore) Limited
36. THG Publishing Private Limited
37. Times Global Broadcasting Co. Limited
38. Turner International India Private Limited
39. TV18 Broadcast Limited
40. Viacom18 Media Private Limited
41. Yahoo India Private Limited
42. Zee Entertainment Enterprises Limited

CATEGORY C – ADVERTISING AGENCY

1. Adcircle Private Limited
2. Adfactors Advertising
3. Adinn Advertising Services Private Limited
4. Adsyndicate Services Private Limited
5. Adwit (India) Private Limited
6. Airads Limited
7. Akar Advertising & Marketing Private Limited
8. Akshara Advertising Limited
9. Alaknanda Advertising Private Limited
10. Angle Advertising
11. Apex Advertising
12. Associated Advertising Private Limited
13. Astral Advertising & Marketing India Private Limited
14. Bates India Private Limited
15. BBDO India Private Limited
16. BBH Communications India Private Limited
17. Bhavya Publicity
18. Bidhan Advertising & Marketing Private Limited
19. Carat Media Services (I) Private Limited
20. Centum Advertising & Marketing Private Limited
21. Cheil India Private Limited
22. Coastal Ads
23. Concept Communication Limited
24. Contract Advertising (I) Private Limited
25. Crayons Advertising Limited
26. Curry-Nation Brand Conversations Private Limited
27. Cut The Crap
28. daCunha Communications Private Limited
29. DDB Mudra Private Limited
30. Degree 360 Solutions Private Limited
31. Dentsu India Private Limited
32. Dentsu One Private Limited
33. Dhandhania Agencies
34. Disha Communications Private Limited

35. Enthrall Communications Private Limited
36. Everest Brand Solutions Private Limited
37. FCBInterface Communications Private Limited
38. FCBUlka Advertising Private Limited
39. Goldmine Advertising Limited
40. Green FMC Advertising Private Limited
41. Grey Worldwide (I) Private Limited
42. Group M Media India Private Limited
43. Havas Worldwide India Private Limited
44. HTA Marketing Services Private Limited
45. Hyper Collective Creative Technologies Private Limited
46. Indo Aryan Publicity
47. Inter Publicity PrivateLimited
48. Interads Advertising Private Limited
49. J. Walter Thompson
50. JWT Mindset Advertising Private Limited
51. Karishma Advertising Private Limited
52. Kautilya Multicreation Private Limited
53. Lalit Advertising
54. Law & Kenneth Saatchi & Saatchi Private Limited
55. Leo Burnett
56. Lintas India Private Limited
57. MAA Communications Limited
58. Madison Communications Private Limited
59. Manipal Advertising Services Private Limited
60. McCann-Erickson (I) Private Limited
61. Mediabrands India Private Limited
62. Mediacom Communications Private Limited
63. Mercantile Advertising
64. Metieta Advertising Private Limited
65. Mode Advertising & Marketing Private Limited
66. Mullen Lintas Private Limited
67. MX Advertising Private Limited
68. My Arkay Communication Solution Private Limited
69. Navnitlal & Co.
70. Network Advertising Private Limited
71. Newfields Advertising Private Limited
72. Odigos Technologies Private Limited
73. Ogilvy & Mather Private Limited
74. Orbit Promotions
75. Pamm Advertising & Marketing
76. Paramin Advertising & Marketing Associates
77. Percept H Private Limited
78. Prachar Communications Private Limited
79. Prem Associates Advertising & Marketing
80. Pressman Advertising Limited
81. Publicis Communications Private Limited
82. Purnima Advertising Agency Private Limited
83. R.D. Advertising Private Limited
84. R.K. Swamy BBDO Private Limited

85. Raka Reputation Management Services Private Limited
86. Ratan Batra Private Limited
87. Rediffusion Dentsu Young & Rubicam Private Limited
88. Saatchi & Saatchi Private Limited
89. Saffron Communications Private Limited
90. Sai Advertisers
91. Sampl Communications Private Limited
92. Seasons Advertising Associates
93. Shutters Advertising Services
94. Snappers Advertising & Marketing Private Limited
95. Sobhagya Advertising Service
96. Span Communications
97. Sreshta Communications
98. Srishti Sanchar Advertising
99. Standard Publicity Private Limited
100. Sunflower Marketing & Advertising
101. Surya Adsystems Private Limited
102. Swift Intermedia Convergence Private Limited
103. Taproot India Communication Private Limited
104. TBWA Anthem Private Limited
105. The Flagship Advertising Private Limited
106. The Group Advertising Consultants
107. Touchstone Advertising & Marketing Service
108. Triton Communications Private Limited
109. Ventures Advertising Private Limited
110. XEBEC Communications Private Limited

CATEGORY D – ALLIED PROFESSIONS

1. Bharat V. Patel
2. Brandscapes Consultancy Private Limited
3. Captions Outdoor Advertising
4. CESC Limited
5. Confederation of India Alcoholic Beverage Companies
6. Dorab R. Sopariwala
7. Future Brands Limited
8. IBS Business School
9. IMS Learning Resources Private Limited
10. Institute of Management Technology
11. Ketchum Sampark Private Limited
12. Mudra Institute of Communications
13. Nielsen (India) Private Limited
14. Paul Media Services
15. Perfect Relations Private Limited
16. Provocateur
17. Roger Pereira Communications Private Limited
18. Sayani Radiotel Advertising
19. S.P. Jain Institute of Management & Research
20. Spatial Access Private Limited
21. Steve Cragg Advertising Private Limited
22. The Tobacco Institute of India
23. Unique Blocks
24. Vriddhi Consulting

Social Media Impact









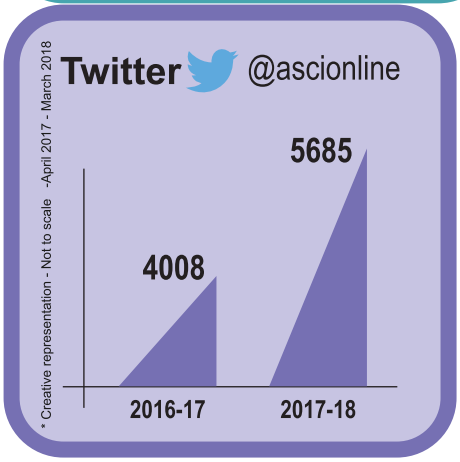


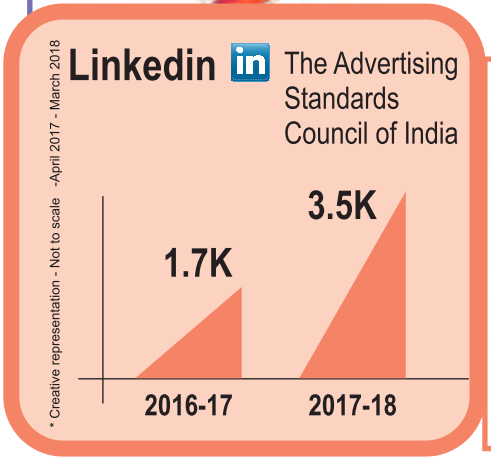














Engagement on Social Media by Government agencies



BOARD OF GOVERNORS' REPORT

Dear Members,

Your Board of Governors have pleasure in presenting the 32nd Annual Report along with the Balance Sheet, Income and Expenditure Account and Auditors' Report for the year ended on 31st March, 2018.

Financial Highlights:

The highlights of your Company's financial results for the period ended March 31, 2018 are as follows:

Particulars	Financial year ended 31st March 2018 ₹	Financial year ended 31st March 2017 ₹
Revenue From operations and other Income	45,330,338	41,965,044
Surplus before Depreciation	28,137,436	14,868,227
Less: Depreciation	(498,859)	(480,161)
Surplus for the year	**27,638,577**	**14,388,066**

Operational Review:

For the Financial year ended 31st March, 2018, Revenue from operations and other income at ₹ 45,330,338/- (Rupees forty five million three hundred thirty thousand three hundred thirty eight only) represents an increase of 8% over the previous year revenue of ₹ 41,965,044/- (Rupees forty one million nine hundred sixty five thousand forty four only)

Your Company has earned a Surplus of ₹ 27,638,577/- (Rupees twenty seven million six hundred thirty eight thousand five hundred seventy seven only) as compared to the previous year surplus of ₹ 14,338,066/- (Rupees fourteen million three hundred eighty eight thousand sixty six only). The Surplus for the current year is higher than the previous year due to the sale of office premises.

Meetings of the Board of Governors:

The Board of Governors met 12 times during the Financial Year 2017-18 respectively on the below mentioned dates.

13th April, 2017
11th May
8th June
13th July
10th August
14th September (Pre AGM)
14th September (Post AGM)
12th October
9th November
14th December
11th January, 2018
8th March

Board of Governors and Key Managerial Personnel (KMP):

During the financial year Mr. Sandeep Kohli was appointed on the Board of Governors as on 13th July, 2017; Mr. Harish Bhat and Mr. K.V. Sridhar were appointed as on 14th September, 2017.

Mr. Narendra Ambwani and Mr. Srinivasan K. Swamy retired from the Board of Governors with effect from 14th September, 2017.

Mr. Dev Bajpai tendered his resignation with effect from 4th July, 2017 and Mr. Gurmit Singh resigned with effect from 13th November, 2017.

At the ensuing Annual General Meeting the following members of the Board of Governors are liable to retire by rotation and being eligible offer themselves for re-appointment:

Category A-Advertiser	Category B-Media	Category C-Advertising Agencies	Category D-Allied Professions
Mr. Sandeep Kohli	Mr. Sivakumar Sundaram	Mr. K.V. Sridhar	Prof. S.K. Palekar
Mr. Harish Bhat	Mr. Rohit Gupta	Mr. Subhash Kamath	Ms. Abanti Sankaranarayanan

Composition of the Consumer Complaints Council:
The Consumer Compliants Council is appointed by the Board of Governors as per article 55 (a) of the Company's Articles of Association. The attendance record of the Council members is as per **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, 2018.

Extract of Annual Return:
The extract of Annual Return in form no. MGT 9 as required under Section 92 of the Companies Act, 2013 for the financial year ending 31st March, 2018 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 energy.

Foreign Exchange Earnings and Outgo:
During the year under review the foreign exchange earnings were $ 10,000 equivalent to ₹ 638,294/- received from The International Food and Beverage Alliance towards fee for monitoring website and the Company has spent foreign exchange amounting € 3,000 equivalent to ₹ 279,472/- which was paid towards membership fee of the International Council for Ad Self-Regulation, Belgium.

Deposits:
During the financial year ended as on 31st March, 2018 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, 2018, 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.

Contracts/arrangements with related parties
All contracts/arrangements/transactions entered by the Company during the financial year with related parties were in the ordinary course of business and on arm's length basis. During the year, the Company had not entered into any contract/arrangement/transaction with related parties which are specified under the provisions of the Section 188(1) of the Companies Act, 2013 and hence disclosure in form AOC-2 is Not Applicable.
For the details of all contracts/arrangements/transactions entered by the Company with related parties during the financial year, your Directors draw attention of the members to the notes to account which set out related party disclosures.

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

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

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

To provide a safe and conducive work environment to its women employees, the Company has formulated and adopted a policy on prevention of sexual harassment at workplace and as required by the said Act, instituted an Internal Complaints Committee for redressal of complaints and to prevent sexual harassment.

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

Corporate Social Responsibility:

The provisions 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) were appointed as Auditors of the Company, for a term of 5 (five) consecutive years, at the 31st Annual General Meeting till the conclusion of the 36th Annual General Meeting to be held in the year 2022. They have confirmed that they are not disqualified from continuing 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 Members on the Accounts of the Company for the Financial Year ended 31st March, 2018 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(3)(c) and 134(5) of the Companies Act, 2013, your Board of Governors state that:

a) in the preparation of the annual accounts for the financial year ended 31st March, 2018, the applicable accounting standards have been followed along with proper explanation relating to material departures;
b) have selected such accounting policies and applied them consistently and made judgments and estimates that are reasonable and prudent so as to give a true and fair view of the state of affairs of the Company as at 31st March, 2018 and of the income of the Company for that period;
c) have 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) have prepared the annual accounts on a going concern basis;
e) have devised proper systems to ensure compliance with the provisions of all applicable laws and that such systems were adequate and operating effectively.

Compliance of the Secretarial Standards

The Company, being Section 8 Company, compliance of the Secretarial Standards i.e SS-1 and SS-2 are not mandatory, however the company has complied voluntarily certain provisions of the Secretarial Standards.

Acknowledgements:

Your Board of Governors take this opportunity to place on record their appreciation of the dedication and commitment of employees of the Company. Your Board of Governors thank and express their gratitude for the support and co-operation received from the 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

Abanti Sankaranarayanan
Chairman
DIN : 01788443

Date: 12th July, 2018
Place: Mumbai

Annexure - I

CCC MEMBERS ATTENDANCE

Attendance of the members of the Consumer Complaints Council of The Advertising Standards Council of India at CCC Meetings from held on April 2017 To March 2018
(47 Meetings held)

Name of Member		Meetings Applicable	Meetings Attended
Mr. Hemant Agarwal		24	09
Prof. Dr. Sunil Bhagwat	(a)	18	11
Dr. Narendra Bhatt		23	15
Prof. Dr. Jayesh Bellare		23	21
Ms. Neelima Burra	(b)	08	02
Ms. Nandita Chalam	(c)	02	01
Mr. Ajay Dang	(d)	05	02
Mr. Jehangir Gai		23	22
Prof. Atanu Ghosh		24	19
Ms. Punita Kalra	(e)	17	05
Mr. Prem Kamath		23	12
Ms. Manisha Kapoor		24	15
Ms. Aazmeen Kasad		24	25
Mr. Rajiv Kental		23	09
Ms. Mrinalini Kher		23	18
Dr. Vaibhav Kulkarni		24	14
Mr. Arvind Mahajan		23	11
Mr. Pradyuman Maheshwari		23	19
Mr. Bejon Kumar Misra		24	10
Mrs. Vinita Dang Mohoni	(f)	24	12
Mr. Prabhakar Mundkur	(g)	24	17
Mr. Chella Pandyan	(h)	01	01
Ms. Hephzibah Pathak		23	11
Mr. Kapil Dev Pillai	(i)	18	07
Dr. Suhas H. Pingle		24	14
Ms. Aarti Rele	(j)	02	00
Ms. Tista Sen	(k)	20	03
Dr. B. Sesikeran	(l)	04	01
Mr. Sanjay Singal	(m)	11	01
Mr. Shambhu V. Sista		24	21
Ms. P. N. Vasanti		23	07
Ms. Gayatri Yadav		24	08

(a) resigned	1/2018	(h) w.e.f.	3/2018
(b) resigned	8/2017	(i) w.e.f.	6/2017
(c) w.e.f.	3/2018	(j) resigned	5/2017
(d) resigned	6/2017	(k) resigned	3/2018
(e) w.e.f.	6/2017 & resigned 2/2018	(l) w.e.f.	2/2018
(f) w.e.f.	4/2017	(m) w.e.f.	10/2017
(g) w.e.f.	4/2017		

Annexure - II

Form No. MGT-9

Extract of Annual Return

As on the financial year ended on 31.03.2018

[Pursuant to section 92(3) of the Companies Act, 2013 and rule 12(1) of the Companies

(Management and Administration) Rules, 2014]

I. Registration and other Details:

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

II. Principal Business Activities of the Company:

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

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

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-2017]				No. of Shares held at the end of the year [As on 31-March-2018]				% 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-2017]				No. of Shares held at the end of the year [As on 31-March-2018]				% 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 uptoRs. 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 share holding during the year
		No. of Shares	% of total Shares of the company	% of Shares Pledged / encumbered to total shares	No. of Shares	% of total Shares of the company	% of Shares Pledged / encumbered to total shares	
--	--	--	--	--	--	--	--	--

(iii) Change in Promoters' Shareholding: (No Change)

Sr. No.		Shareholding at the beginning of the year		Cumulative Shareholding during the year	
		No. of shares	% of total shares of the company	No. of shares	% of total shares of the company
1	At the beginning of the year	-	-	-	-
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

Abanti Sankaranarayanan
Chairman
DIN : 01788443

Date: 12th July, 2018
Place: Mumbai

Life at ASCI


ASCI
HONESTY
DECENCY
RESPONSIBILITY
FAIRNESS
So you can trust advertising


ASCI
The Advertising Standards Council Of India
HONESTY
DECENCY
RESPONSIBILITY
FAIRNESS


ASCI




ASCI


RESPONSIBILITY
FAIRNESS




So you can trust









ASCI

Life at ASCI

























MANAGEMENT DISCUSSION AND ANALYSIS REPORT: 2017-18

We take pleasure in presenting the Thirty-second Annual Report of The Advertising Standards Council of India (ASCI), together with the Statement of Accounts for the period 2017-2018.

HIGHLIGHTS OF THE YEAR

ASCI continues its progress on its various initiatives and it is ASCI's ongoing mission to maintain and enhance public confidence in advertising and ensure that consumers stay protected from misleading information in the advertisements.

More significant developments by your Council include **strengthening its relations with various Regulatory bodies** such as Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution (**DoCA**), Food Safety and Standards Authority of India (**FSSAI**) and Ministry of **AYUSH**. ASCI received a total of 3714 complaints that were registered on GAMA Portal (Grievances Against Misleading Advertisements) of DoCA, during the MOU period 6th May, 2017 to 5th May, 2018. On fruitful completion of two years of its collaboration in May, 2017, with an increase in the sanctioned grant from ₹16 lakhs to ₹20 lakhs, DoCA renewed its Memorandum of Understanding (MoU) with ASCI for the third year. Likewise, on successful completion of its one year of association, FSSAI too, in February 2018 renewed its MoU with ASCI. Renewal of MoU with Ministry of AYUSH is under consideration. ASCI processed complaints pertaining to over 500 advertisements for AYUSH sector and close to 300 advertisements for the Food and Beverages sector. These MoUs authorise ASCI to track, monitor and process complaints against potentially misleading advertisements falling within each Regulator's domain and report non-compliance of CCC recommendations, thereby augmenting ASCI's efforts to curtail misleading advertisements.

ASCI seeks to ensure that advertisements conform to its Code for self-regulation which requires advertisements to be truthful, decent, legal, not harmful and fair in competition. While judging if a particular advertisement is acceptable or not, this Code of self-regulation forms basis for judgement for ASCI's independent Consumer Complaints Council (CCC) to arrive at a fair, objective and unbiased opinion. Your Council ensures that this self-regulation code, the Guidelines and the CCC procedures that are core of ASCI's functioning are strengthened through continued additions and amendments to keep them up-to-date with the changing times. A fine example is the introduction of "**Guidelines for Celebrities in Advertising**" in April 2017 with the aim to protect consumers' interests while encouraging celebrities and advertisers to refrain from endorsing misleading advertisements. At a time when the Consumer Affairs Ministry is intending to review the Consumer Protection Act and may have a provision to deal with misleading advertisements featuring celebrities, these guidelines introduced proactively by ASCI serve as a good reference for advertisers. These Guidelines also received attention of regulators through a question in Parliament.

In the light of numerous complaints received from the general public against condom advertisements with explicit adult content being aired during family viewing hours, your Council had suggested to the Ministry of Information and Broadcasting (MIB) to consider restricting the telecast of condom advertisements not suitable for family viewing during watershed hours so that exposure to pre-teens could be minimised. This concept of watershed hours is also practiced globally in countries like Australia, Austria, Brazil, Canada, France, Kenya, UK and US to name a few. Reflecting on your Council's valuable recommendations, in December 2017, MIB issued an advisory **restricting the telecast of sexually explicit condom advertisements, not meant to be watched by minors, to watershed hours** of 10:00 p.m. to 6 a.m. This advisory generated much appreciation from consumers for ASCI's work in advertising self-regulation.

ASCI has been included as an important stakeholder in a 16 member **expert committee on High Fat Sugar and Salt (HFSS)** food and sugar sweetened beverages constituted by the Ministry of Health in March 2017. Furthermore, in view of the draft regulations by India's food regulator, FSSAI, pertaining to claims and advertisements by food business operators and the proposed ban on all forms of advertising of products with HFSS aimed at children, your Council's role in ensuring self-regulation in advertising content would be even more notable.

In July 2017, your Council conducted an exclusive project initiated by The International Food & Beverage Alliance (IFBA) at the behest of World Federation of Advertisers (WFA) on responsible marketing of HFSS food to children. ASCI carried out an **Online monitoring exercise** to scan company-owned web-sites, third party sites of primary appeal to children and company-owned YouTube channels. ASCI received remuneration of USD 10,000/- for this project.

ASCI's work in monitoring Print and TV advertisements for AYUSH sector was also recognized by the Parliamentary Standing Committee on Health & Family Welfare. The committee was of the view that collaborative efforts of the ministry, along with the DoCA, MIB and State Governments, have certainly given results as misleading advertisements with respect to AYUSH drugs which have been unregulated so far have been controlled to an extent. The committee expressed the view that the issues of misleading advertisements need to be pursued with all key stakeholders including ASCI on a regular basis for effectively preventing the publication of misleading advertisements. As a result of the recommendations of the committee, ASCI has been **included as a member in AYUSH's Empowered Committee** in February 2018 - ASCI being the only non-Government member in the seven member committee comprising AYUSH, Health and Family Welfare and DoCA representatives. The constituted committee is empowered to review and monitor the implementation of the provisions of The Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954 and Rules thereunder for curbing misleading advertisements of ASU & H drugs. The committee is also authorized to make recommendations for regulatory action against misleading advertisements and advise the Central Government for issuing any specific directions or advisories and for taking necessary steps. The committee is responsible for reviewing actions taken by the states and the pharmaceutical vigilance centres for surveillance and control of misleading advertisements of ASU & H drugs.

Your Council is also included in the sub-committee under the chairmanship of the Drugs Controller, Odisha on the subject of proposal for issue of amendment to include advertisements for treatment of the ailments mentioned in Schedule J of Drugs and Cosmetics Rules, 1945 and also for ailments included in Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 & Rules 1955. The sub-committee shall examine the definition of 'drug' prescribed in the Drugs and Cosmetics Act, 1940 with that prescribed in the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 and recommend measures to avoid confusion. The sub-committee shall also recommend modalities / amendments needed.

Such recognition speaks volumes of how ASCI has been able to gather support from regulators and presenting self-regulation as a first step towards regulating advertising content.

In May 2017, your Council became a **part of the Executive committee of International Council of Advertising Self-regulation (ICAS)**, a global platform to promote effective advertising self-regulation worldwide. ASCI actively participated in the ICAS's Annual Meeting held on 8th May, 2017 in Athens, Greece, along with several other senior executives involved in the promotion of responsible advertising around the world from different Self-Regulatory Organizations (SROs) and agreed on key priorities for 2017-2018.

ASCI's ever increasing influence in the sphere of advertising across various other sectors can be further illustrated by ASCI's reference in the **circulars issued by the Reserve Bank of India (RBI) and Securities and Exchange Board of India (SEBI)** for empanelment of advertising agencies. The **Advertising Agencies Association of India (AAAI)** and **Indian Outdoor Advertising Association (IOAA) joint SOP to regulate outdoor advertising** in India states that outdoor agency and media owners should ensure that the advertisement content is as per the ASCI Code. Broadcast Audience Research Council of India (BARC) has also advised that non-compliance to BARC Guidelines on viewership claims should be reported to ASCI. Similarly, the advertising policy of **Guwahati Municipal Corporation** requires compliance to ASCI's CCC recommendations.

Another feather in the cap is ASCI being acclaimed by the **National Apex Committee for Stem Cell Research and Therapy (NAC-SCRT)** in August 2017. ASCI's role is to look into the complaints received specific to advertisements of unproven stem cell therapy in media. ASCI self-regulation code is also appended in the National Commission for Protection of Child Rights ''Guidelines to regulate Child Participation in TV serials, Reality shows and Advertisements''.

ASCI continues to get excellent mentions in the answers presented to questions tabled in the **Lok Sabha and Rajya Sabha** by various ministries on matters pertaining to objectionable advertisements. This year ASCI's work was highlighted by MoS, Shri Ashwini Kumar Choubey in the Ministry of Health & Family Welfare for Misleading

Ads of Drugs and medicines, by MoS Information & Broadcasting, Col. Rajyavardhan Rathore in reference to ASCI Guidelines for Celebrities in Advertising, by DoCA MoS, Shri CR Chaudhary for ASCI's work on the GAMA portal regarding Misleading Ads, by AYUSH MoS, Shri Shripad Naik for ASCI's work against misleading ads as part of an MoU with AYUSH. Other notable mentions include reference in Rajya Sabha for Advertising Code for Cable TV Networks and Prohibition on Broadcast of Condom Ads, mention by Ministry of AYUSH in reference to Spurious Ayurvedic & Unani Medicines and effectiveness of AYUSH Drugs and reference in Lok Sabha for advertisements of alcohol and tobacco brands and Pan Masala ads on television channels. These recurrent mentions by the Ministries help in further strengthening ASCI's credibility among all stakeholders.

We are happy to share that in March 2018 on the occasion of Women's day, ASCI's present chairman Ms. Abanti Sankaranarayanan and CCC members Ms Hephzibah Pathak and Ms. Gayatri Yadav featured in Impact's 50 Most Influential Women in Media, Marketing and Advertising 2018 list.

VARIOUS INITIATIVES TAKEN UP BY YOUR COUNCIL

LAUNCH OF INDEPENDENT REVIEW PROCESS (IRP)

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, ASCI introduced an "Independent Review Process" (IRP) in May 2017. This procedure facilitates an independent mechanism to review the recommendations made by CCC if either the advertiser or the complainant is dissatisfied with such recommendations. The IRP is undertaken by the Chairman, a retired Judge of the Supreme Court/High Court and assisted by the Secretary General / Chief Complaints Officer / Chief Administrative Officer, familiar with the proceedings. The process has created transparency for both the advertiser and complainant, further facilitating fair judgement of complaints and / or the process followed at arriving at the CCC recommendations. Your Council received an encouraging response from advertisers as well as complainants to this new process. The pace of IRP has picked up raising professional and ethical standards in the industry. This year, a total of 30 IRP cases have been handled by your Council.

FSSAI-OTAI PANEL DISCUSSION

Your Council Chairman Ms. Abanti Sankaranarayanan chaired a panel discussion on "Labelling, Claims, Advertisements and Consumer Protection" organized by the FSSAI & OTAI on October 30, 2017. The event brought together all stakeholders in the food and beverages sector to understand and appreciate the growing requirements for compliance in the Global Food Value Chain. The conference discussed major challenges faced by the food industry in regulatory compliance and the way forward. The panel had an attendance of about 80 delegates.

FEDERAL TRADE COMMISSION (FTC) - DoCA SEMINAR

Mr Ram Poddar, member of the Consultative Committee to the ASCI Board, represented ASCI in an event "The International Workshop on Consumer Protection" sponsored by the DoCA, Government of India, held on 22nd and 23rd August, 2017. The event provided a common platform for exchange of views by important delegates from DoCA and its related bureaus on the best international practices for protecting the interest of consumers. The importance of self-regulation and the role of Self Regulatory Organisations (SROs) like ASCI was emphasized to support "more Governance and less Government".

MEMBERS OF THE BOARD OF GOVERNORS

During the financial year, Mr. Narendra Ambwani and Mr. Srinivasan K. Swamy retired from the Board of Governors. Mr. Dev Bajpai and Mr. Gurmit Singh resigned from the Board. The Board wishes to place on record its appreciation of the valuable services rendered by them during their tenure. Mr. Harish Bhat, Mr. K.V. Sridhar, and Mr. Sandeep Kohli were appointed to fill the vacancies.

CONSUMER COMPLAINTS COUNCIL (CCC) MEMBERS

During the year, Prof. Dr. Sunil Bhagwat, Ms. Neelima Burra, Mr. Ajay Dang, Ms. Aarti Rele and Ms. Tista Sen resigned from the CCC. Ms. Punita Kalra, Ms. Nandita Chellam, Mr. Prabhakar Mundkur, Ms. Vinita Dang Mohoni, Mr. Chella Pandyan, Mr. Kapil Dev Pillai, Mr. Sanjay Singal and Dr. B. Sesikeran were appointed to fill the CCC vacancies. Ms. Punita Kalra resigned subsequently.

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 28 new members have enrolled during the year. However, 33 members did not renew their membership. The total number of members now stands at 342.

ANALYSIS OF ADVERTISEMENTS COMPLAINED AGAINST

The CCC met 47 times and deliberated on complaints against a total of 2641 advertisements. This increase as compared to 2016-17 numbers (2300) is primarily due to ASCI's Suo Moto surveillance project viz. National Advertisement Monitoring Services (NAMS), which is in its second year since its re-launch.

Complaints were upheld against 1177 advertisements whilst complaints against 483 advertisements were Not-Upheld. More advertisers are opting for "Informal Resolution" (IR) option and for 402 advertisements (versus 229 in year 2016-17) this option was provided resulting in speedy closure of the complaints. Complaint against one advertisement was considered by the CCC to be a non-issue.

This year the CCC considered 578 advertisements (versus 373 last year) to be, prima facie, in violation of The Drugs & Magic Remedies (DMR) Act or The Drugs & Cosmetics Rules (Schedule J). These were promptly escalated to the Ministry of AYUSH or the Ministry of Health, as the case may be, for their immediate attention. In several cases, the State FDA or the Central Council for Indian Medicine (CCIM) also issued show cause notices to the concerned advertisers.

The maximum number of complaints received were alleging violation of ASCI Code's Chapter I i.e. advertisements that complainants considered to be making false, unsubstantiated or misleading claims (1733). Other complaints were - Under Chapter II – advertisements that were complained against for being offensive or indecent (69), Chapter III – encouraging or depicting dangerous practices (40 – excluding DMR violations) and Chapter IV - Unfair in competition (15). (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 (874) i.e. Healthcare Services / Clinics (518) and Medicinal products (356). This continues to be due to a large number of advertisements in potential violation of DMR regulations that get picked in our Suo Moto surveillance. Other sectors where misleading advertisements have been observed are Education (729), Food & Beverages (298) and Personal Care (278).

Of the 1607 advertisements looked into by ASCI's NAMS initiative, 93% advertisements pertain to the print media whereas 6% are television advertisements and few cases of digital advertisements, product packaging etc. Among 1034 advertisements that were complained against by end consumers, the maximum number of advertisements were those that appeared on television (~35%), followed closely by print media (~34%), digital advertisements (~25%). In comparison fewer complaints were received for advertisements in other media such as product packaging, promotional material, hoardings and radio.

General Public

Out of the 1034 advertisements complained against during the year (non-NAMS), complaints against 653 advertisements were received from the public. Of these, complaints against 208 advertisements were upheld, 348 were not upheld while 22 advertisements were in contravention of The Drugs & Magic Remedies Act or The

Drugs & Cosmetics Rules. In 75 cases, the advertiser sought Informal Resolution of complaints by ensuring prompt compliance.

Intra Industry Complaints

Out of the 1034 advertisements complained against during the year (non-NAMS), 94 advertisements were complained against as intra-industry regarding misleading advertising or unfair competitive advertising. Of these, complaints against 50 advertisements were upheld, complaints against 18 were not upheld and Complaints against 26 advertisements were resolved via Informal resolution.

Fast Track Complaints (FTC)

We received complaints against 21 advertisements during the year 2017-18 that were lodged by the ASCI members on a "Fast Track" basis. Of these, complaints against 16 advertisements were upheld, complaints against two advertisements were not upheld. For two FTCs, the advertiser sought Informal Resolution of complaints by ensuring prompt compliance and complaint against one advertisement was considered to be a non issue.

Complaints originating from the GAMA Portal

The source for complaints looked into by the CCC against 249 advertisements was the DoCA's portal i.e. Grievance Against Misleading Advertisements (GAMA) gama.gov.in. 21 advertisements complained against were by end-consumers whereas 228 advertisements were complained against by Consumer Education and Research Centre (CERC). Of these, complaints against 119 advertisements were upheld, 87 were not upheld while 14 advertisements were in contravention of Drugs & Magic Remedies Act. Informal resolution was opted for in 29 cases.

Complaints originating from Consumer Organizations

The total number of advertisements complained against by various Voluntary Consumer Organizations (VCOs) were 251. Of these 228 were registered by CERC on the GAMA portal and ASCI received 23 directly. Of the 23 advertisements, complaints against nine were upheld, eight were not upheld and six cases were closed via Informal Resolution with prompt compliance.

Suo Moto Complaints

ASCI processed Suo Moto complaints (originating from either CCC, Board members or the ASCI Secretariat) against 25 advertisements. Of these, complaints against 11 advertisements were upheld and three were not upheld while for eight advertisements, the advertisers sought Informal Resolution. Three cases of potential DMR violation were referred to the concerned Regulator.

Government and Regulatory Authorities

We received complaints against 15 advertisements from the Government. Of these, complaints against six advertisements were upheld and nine were not upheld.

NAMS Complaints

Out of the 2641 advertisements complained against during the year, 1582 advertisements were picked through a thorough surveillance of print and television media through NAMS. Of these, 773 advertisements were considered to be misleading and complaint against 14 advertisements were not upheld. For large number of advertisements (256), advertisers assured time bound compliance as soon as they received ASCI's communication and they were closed out informally. 539 advertisement were in contravention of The Drugs & Magic Remedies Act or The Drugs & Cosmetics Rules (Schedule J).

INDEPENDENT REVIEW PROCESS

For complaints against 30 advertisements, review was sought following the newly introduced Independent Review procedure. In most cases, the review was sought by the advertiser. Out of 30 cases IRP rejected 19 and sustained 11 appeals against CCC recommendations.

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 the 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.

The Supreme Court of India in its judgement of 12th January, 2017, titled ''Common Cause (A Regd. Society) vs Union of India and ORS'' affirmed and recognized the self-regulatory mechanism as an effective pre-emptive step to statutory provisions in the sphere of advertising content regulation for Television and Radio in India. Following this order, four suits filed against ASCI were disposed of by the courts during this year.

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 fees for Senior Counsel. Your Council received a contribution of around ₹ 46 lakhs from Advertiser members towards this fund.

PR, MARKETING AND SOCIAL MEDIA INITIATIVES

Aimed to spread the word of advertising self-regulation across advertisers and consumers and to advocate the significance of "Truthful, Decent, Responsible and Fair" advertising, your Council has embarked upon numerous PR strategies this year.

In November 2017, ASCI's Secretary General was invited to have a dialogue with the volunteers of Mumbai Grahak Panchayat (MGP). MGP, established in 1975, is the largest voluntary consumer organization in Asia. MGP Chairman, Mr. Shirish Deshpande greatly appreciated ASCI's work and assured MGP's whole hearted support to ASCI in its mission to protect the interests of consumers. To strengthen this association, in January 2018, MGP launched 'AD Watch' - a dedicated feature on ASCI's activities and action being taken against misleading / objectionable advertisements in its monthly magazine 'Grahak Tituka Melwawa'. Such cooperation and support by Voluntary Consumer Organizations such as MGP enhances ASCI's profile among key stakeholders and wins consumer trust in self-regulatory mechanisms.

ASCI successfully completed two years of its digital initiative "Snap and WhatsApp" to promote its WhatsApp number +91 77100 12345 being used to receive complaints from consumers. This proactive step by your Council empowers consumers to register their grievances against objectionable advertisements free of cost and with great ease. WhatsApp enjoys great popularity due to its free messaging service across countries and has around 200 million active Indian users. By virtue of ongoing promotions on ASCI's social media handles, ASCI's WhatsApp number has increased its outreach and contributes to approximately 15% of total complaints being received. The ASCI WhatsApp number is now also enrolled for WhatsApp for Business functionality.

ASCI is rapidly expanding its reach via Social Media through Facebook, Twitter, YouTube and LinkedIn. ASCI has over 25000 followers on Facebook with a 4.1 star rating (out of five) and over 6200 followers on Twitter.

Work done by your Council was acknowledged by various stakeholders including advertising and non–advertising industry, government bodies and the general public. There were several mentions in the Lok Sabha as well as the Rajya Sabha, including the ones by Ms. Smriti Irani (then Minister of I&B) and Shri Faggan Singh Kulaste (MoS for Ministry of Health and Family Welfare). ASCI's work also received appreciation by Mr. Ajit Sharan (Secretary - Ministry of AYUSH), FSSAI, Dr. Geeta Jotwani (Indian Council of Medical Research), and Mr. Partho Dasgupta (CEO, BARC). Several Consumer organizations such as CERC, Upbhokta Margdarshan Samiti and Mumbai Grahak Panchayat wrote about the work undertaken by ASCI in their publications. Drafts notifications and Advisories by Regulators such as the Food Safety and Standards Authority of India (FSSAI) and

the Ministry of Information & Broadcasting (MIB) after due consideration to your Council's valuable recommendations in regards to High Fat Sugar Salt (HFSS) food and Condom advertising created a lot of buzz and brought noteworthy media attention to ASCI's work on self-regulation in advertising.

This year your Council's work was positively mentioned in over 2200 news items in Print, Electronic & Digital media. Your Council was featured in leading print media such as Times of India, Hindustan Times, Economic Times, Business Standard, Financial Express, New Indian Express, The Hindu Business Line, The Free Press Journal, Afternoon Despatch & Courier, DNA, Hindustan, Mint, Deccan Chronicle, The Pioneer, The Telegraph and The Asian Age. Your Council's coverage in regional media appeared in Anandabazar Patrika, Andhra Jyothi, Dainik Bhaskar, Navbharat, Yashobhoomi, Amar Ujala, Punjab Kesari, Dainik Aaj, Janpath, Rashtriya Sahara, Pudhari (Marathi), Sakal (Marathi), The Hindu (Tamil) and Dinamani. Online media that covered ASCI includes India Today, Exchange4media, The Quint, Rediff, BTVI, Daily Hunt, Media Infoline, TV News4u, India4u, Best Media Info, MXM India, ET Brand Equity, Afaqs and NewsDog, while electronic media includes NDTV Profit, Zee business, CNBC Awaaz, DD News, Mirror Now and importantly Rajya Sabha TV and Lok Sabha TV.

Seizing the occasion of 'World Consumer Rights Day' on 15th March, 2018, ASCI through media, promoted its work in advertising self-regulation to consumers. ASCI encouraged consumer participation in taking action against objectionable advertisements.

The Chairman and Secretary General also engaged in TV interviews and Radio interactions on subjects of topical interest such as key priorities for ASCI in 2017-18, Importance of self-regulation in advertising, celebrity endorsements and condom advertisements during watershed hours.

VOTE OF THANKS

The Board of Governors wishes to place on record its gratitude to the Department of Consumer Affairs Ministry of Consumer Affairs, Food and Public Distribution (DoCA), the Ministry of Information and Broadcasting (MIB), the 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 to Mr Narendra Ambwani and Mr Srinivasan Swamy as our Board members who supported ASCI by giving their valuable time and expertise over their ten year tenure.The ASCI board is also grateful for the time and expertise offered by Justice Mukul Mudgal, Justice Mohit Shah and Justice Dr S Radhakrishnan for conducting the IRP meetings. We wish to thank Mr. Kumar Manish of Kalp Associates, Delhi, Mr. Ambadas Chatuphule, Mumbai and Mr. Navroz Seervai for their support in handling our legal cases, Lalit Khanna & Co. and Lalit Khanna & Associates, our Auditors and Tax Consultants, respectively, Lathi & Co. our GST consultants and A.K. jain & Co. our advisors on company secretarial matters. 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 helping ASCI achieve the key objectives set out for the year.

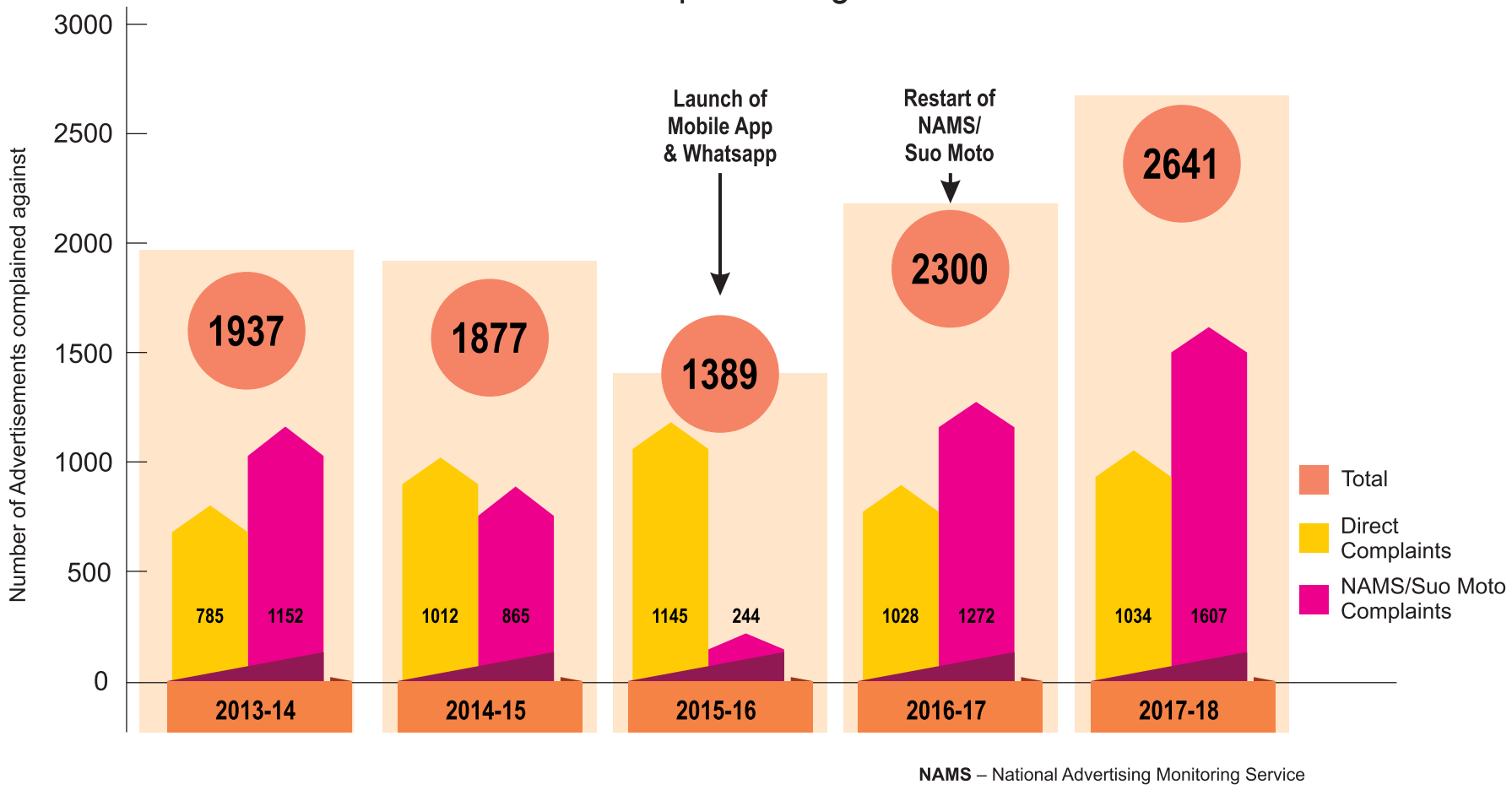
On behalf of all members of the Council, the Board of Governors places on record its gratitude to the Board's Consultative Committee consisting of Mr. Sam Balsara, Mr. Bharat Patel, Mr. Ram Poddar, Mr. Dorab Sopariwala and Mr Dilip Cherian for their generous contribution of time and expertise.

We thank the ASCI Secretariat, the backbone of all our operations, in managing various expectations from our members, the Board of Governors, Regulators and other key stakeholders. ASCI's achievements are a reflection of the dedication and passion of this team working behind the scene.

And finally, I would like to thank my colleagues on the Board of Governors who have collectively enabled ASCI complete a 32nd year building further on the past successes.

Abanti Sankaranarayanan
Chairman

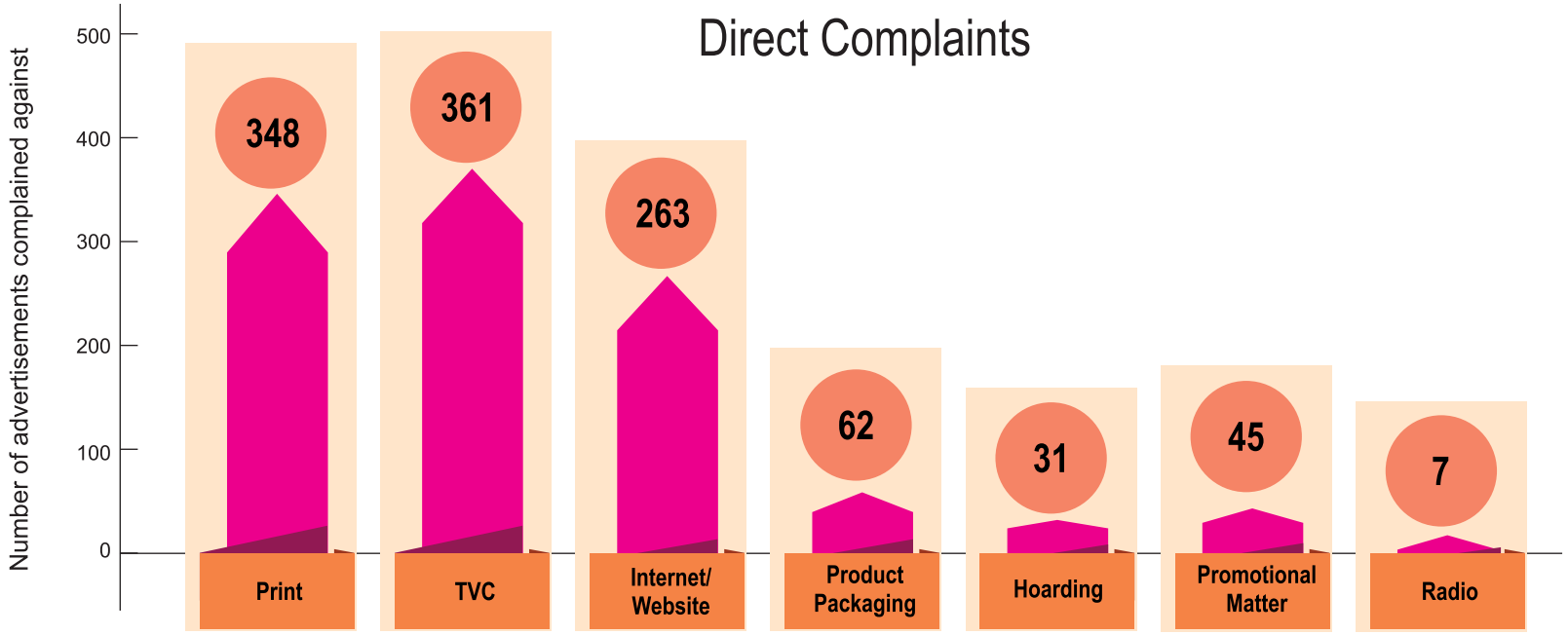
Advertisements Complained Against – 5 Year Trend



NAMS – National Advertising Monitoring Service

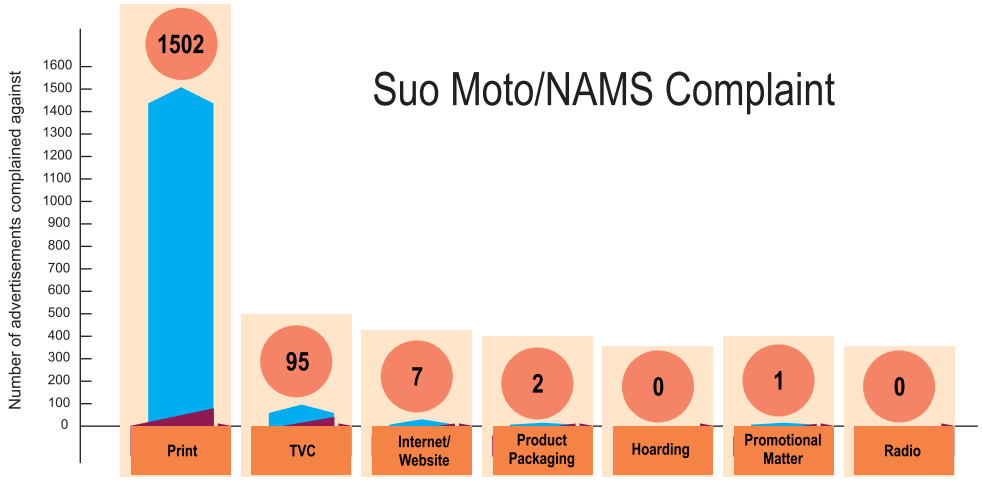
Share of Medium 2017-2018

Direct Complaints



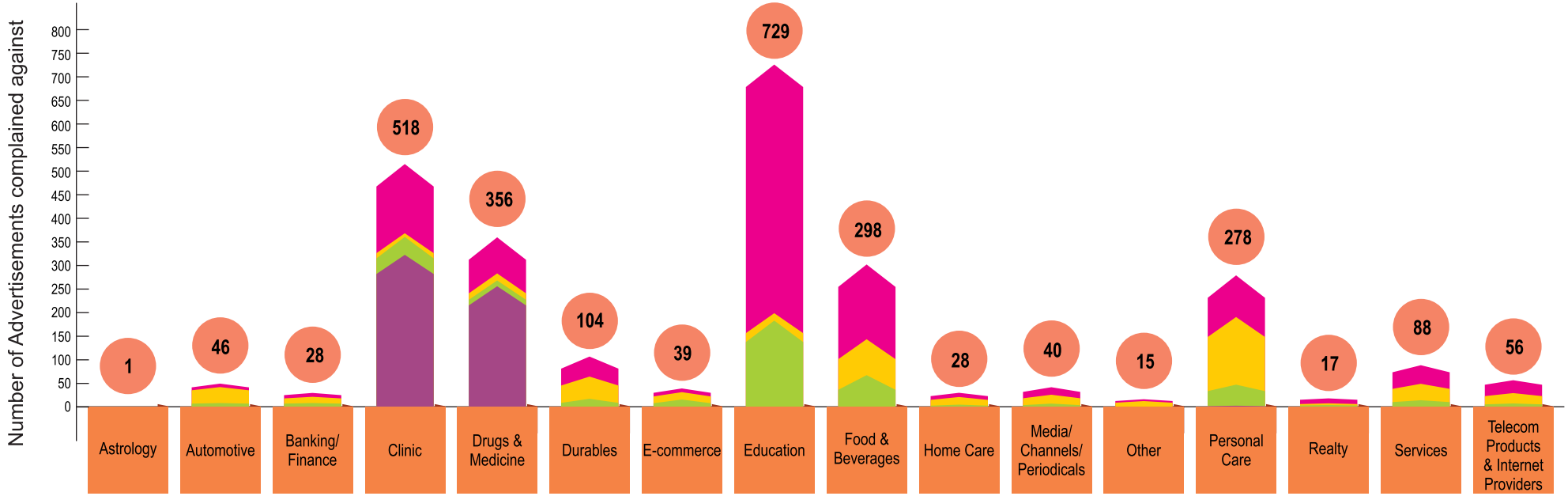
Medium	Total	%
Print	1850	67.91%
TVC	456	16.74%
Internet/Website	270	09.91%
Product Packaging	64	02.35%
Hoarding	31	01.14%
Promotional Matter	46	01.69%
Radio	7	00.26%

Suo Moto/NAMS Complaint



NAMS – National Advertising Monitoring Service

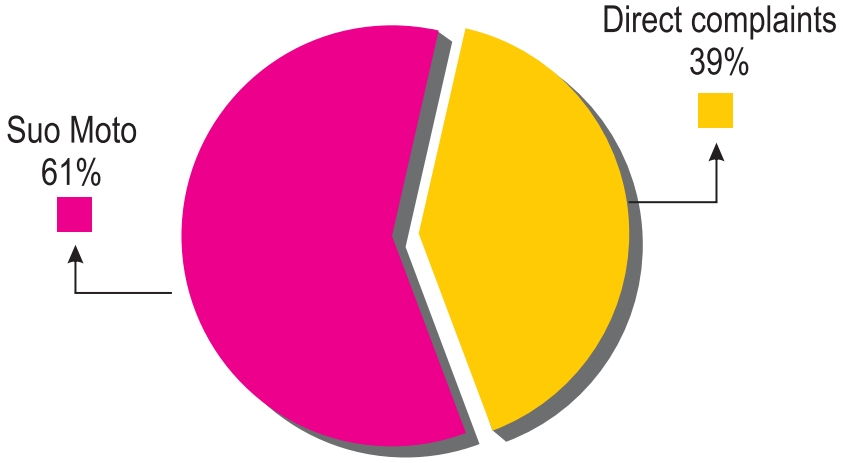
General Trend of Complained Sectors 2017 -2018



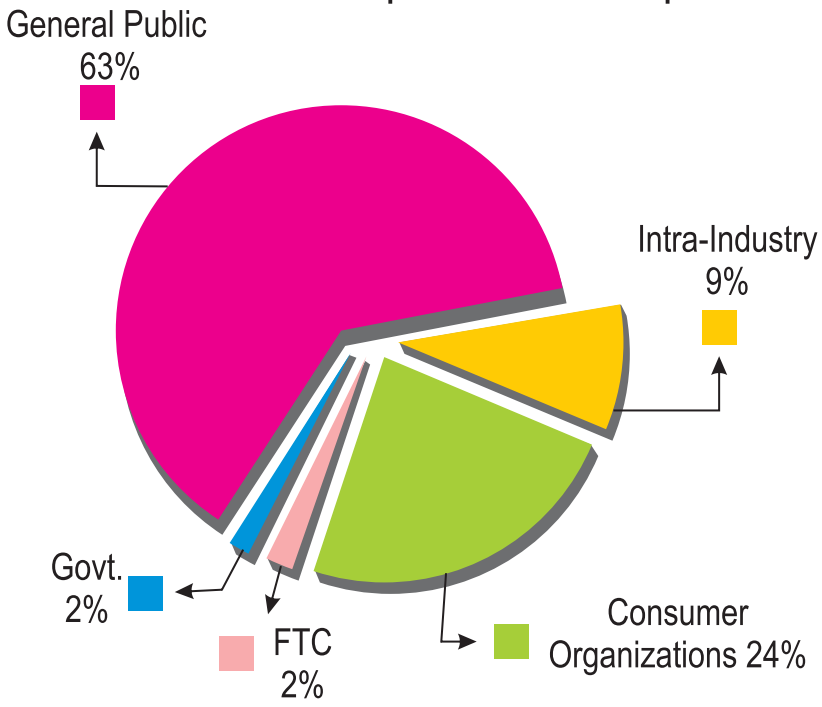
	Astrology	Automotive	Banking/ Finance	Clinic	Drugs & Medicine	Durables	E-commerce	Education	Food & Beverages	Home Care	Media/ Channels/ Periodicals	Other	Personal Care	Realty	Services	Telecom Products & Internet Providers
Upheld	1	6	6	151	76	40	11	532	157	9	16	2	91	12	41	26
Not Upheld		35	16	6	16	51	17	15	78	17	18	13	138	3	35	25
IR		5	6	38	10	13	11	182	62	2	6		48	2	12	5
DMR				323	254								1			
Non-Issue									1							

Break-up as per Complaint Source 2017 - 2018

Total Advertisements Complained against 2641



Direct Complaints Breakup

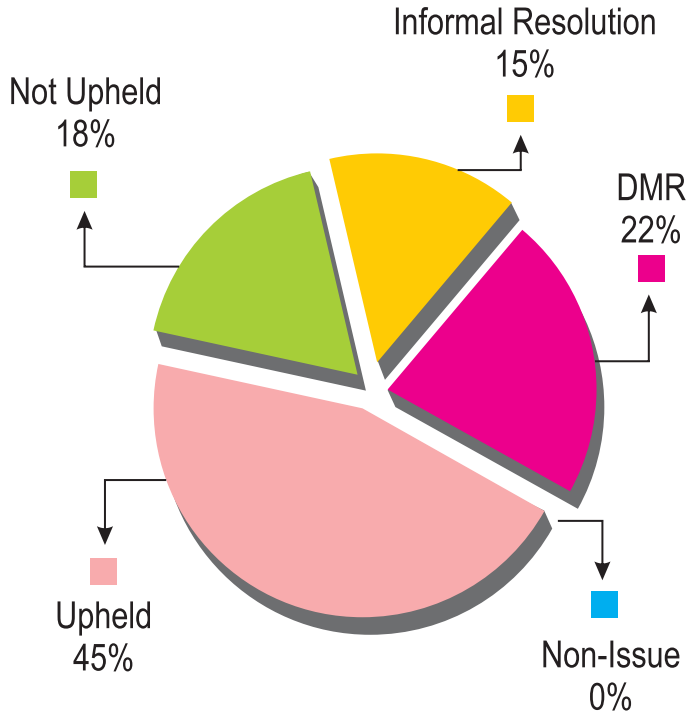


SOURCE	No. of Advertisements complained against					Grand Total
NAMS/ Suo Moto	1607					1607
Direct Complaints	Consumers	Intra Industry	FTC	Govt	Cons. Org	1034
	653	94	21	15	251	

NAMS - National Advertisement Monitoring Service **FTC** - Fast Track Complaints **Cons. Org** – Consumer Organisation **Govt. - Government**

Status Split 2017 - 2018

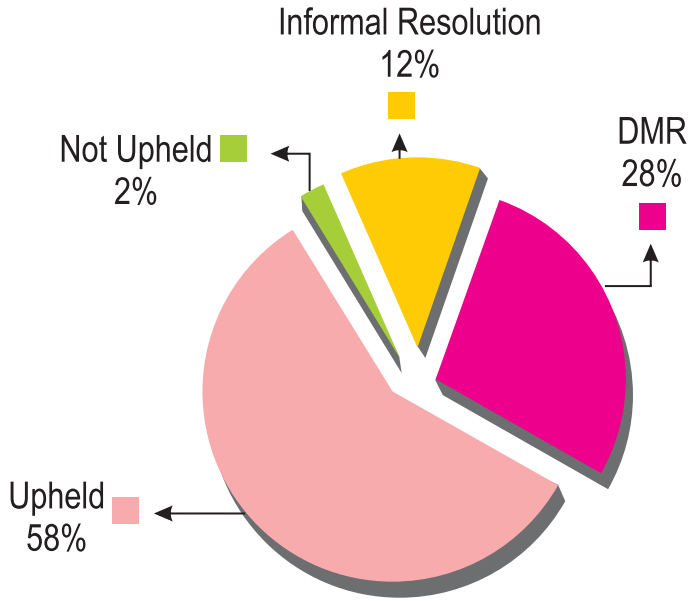
Total Advertisements - 2641



Recommendations	**2641**
Upheld	1177
Not Upheld	483
Informal Resolution	402
Drugs& Magic Remedies Act (DMR)	578
Non-Issue	1

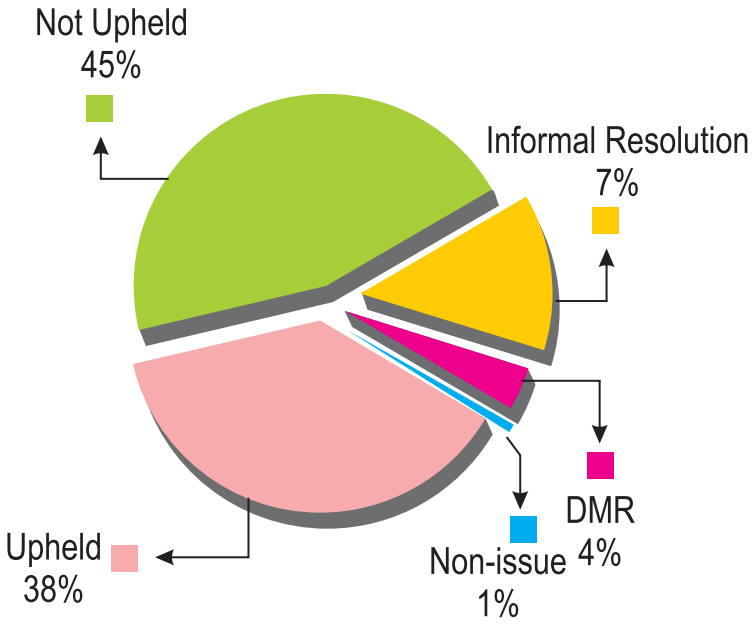
Status Split 2017 - 2018

NAMS/Suo Moto



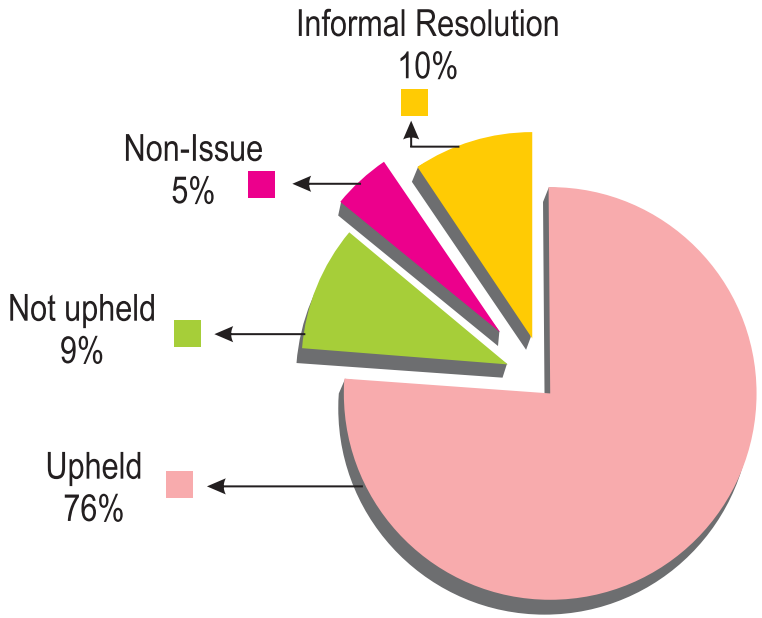
Recommendations NAMS /SuoMotu	**1607**
Upheld	784
Not Upheld	17
Informal Resolution	264
Drugs & Magic Remedies Act (DMR)	542

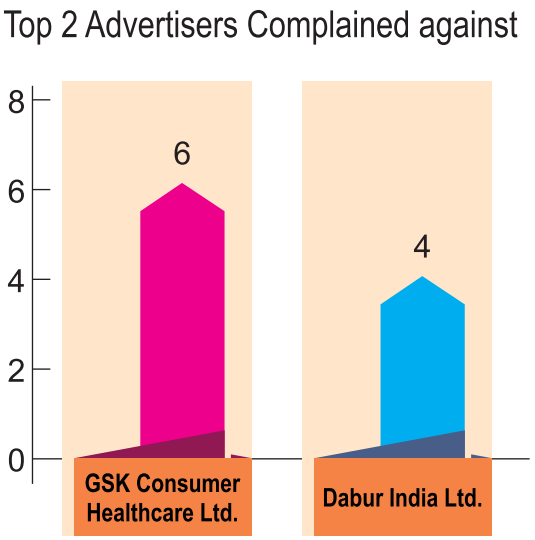
Direct Complaints

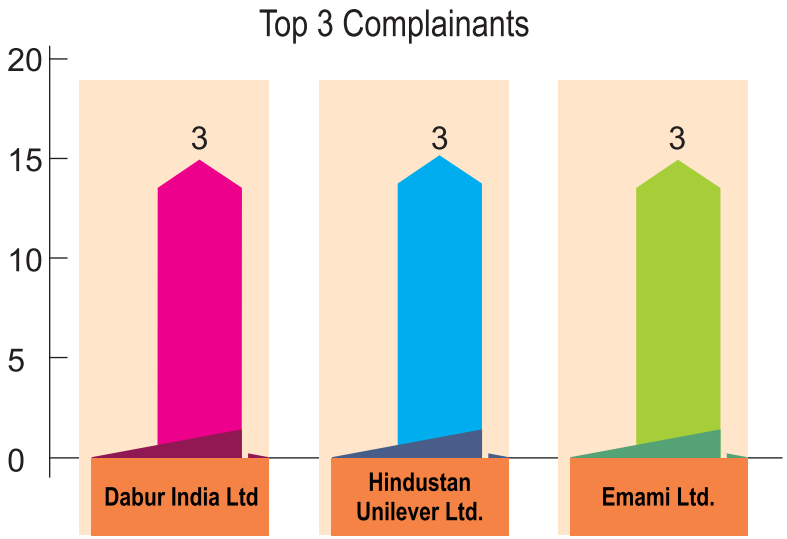


Recommendations Direct Complaints	**1034**
Upheld	393
Not Upheld	466
Informal Resolution	138
Drugs& Magic Remedies Act (DMR)	36
Non-Issue	1

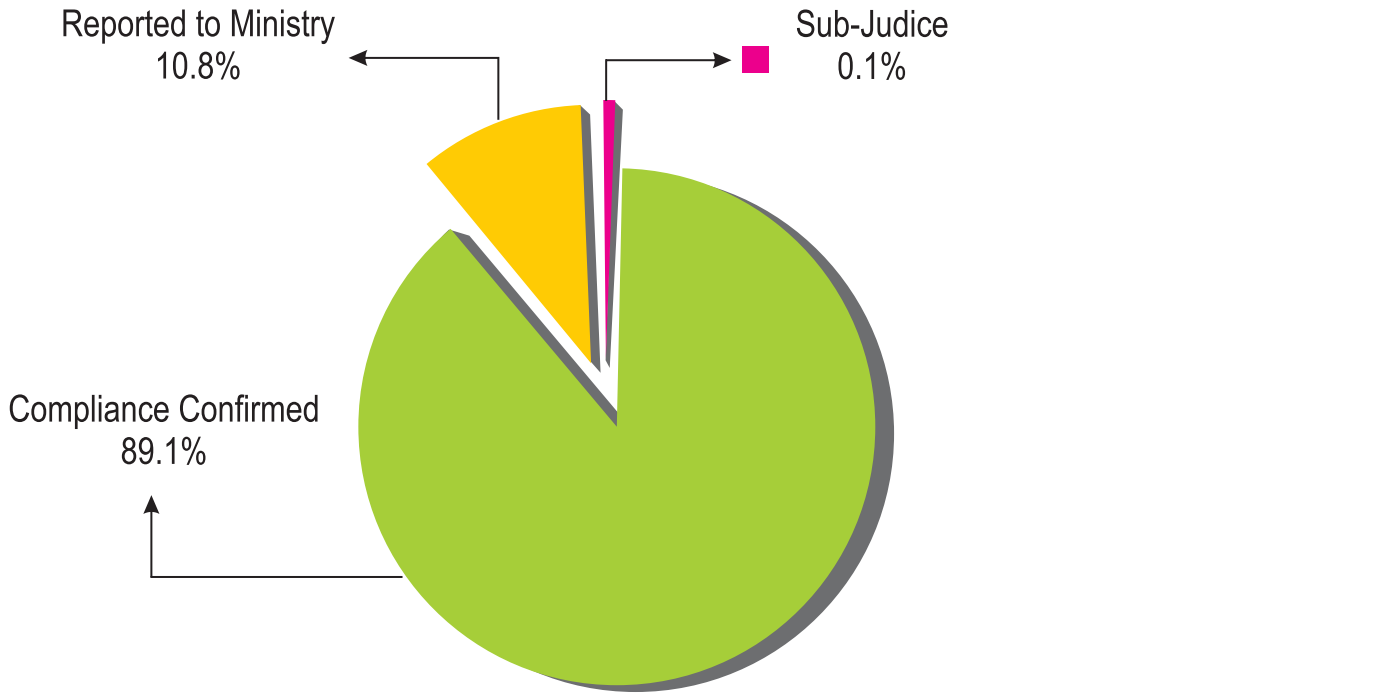
Fast Track Complaints Analysis 2017 - 2018







Compliance Success Rate of 1177 Advertisements where complaints were UPHELD 2017- 2018



Compliance Confirmed by Advertiser or through NAMS Tracking

INDEPENDENT AUDITOR'S 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, 2018, 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, 2018, 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, as applicable.
   (e) On the basis of the written representations received from the directors as on March 31, 2018, taken on record by the Board of Directors, none of the directors is disqualified as on March 31, 2018 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) The Company being licensed to operate under section 25 of the Companies Act 1956 (corresponding to section 8 of the Companies Act 2013), does not have any share capital. Accordingly the question of transferring any amount to the Investor Education and Protection Fund does not arise.
      iv) The disclosures in the financial statements regarding holdings as well as dealings in specified bank notes during the period from 8th November 2016 to 30th December 2016 have not been made since they do not pertain to the financial year ended 31st March, 2018.

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

(Lalit Khanna)
Partner
Membership No. 5185

Place : Mumbai
Date : 12th July 2018

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, 2018 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 auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error.

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

Meaning of Internal Financial Controls Over Financial Reporting

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

Inherent Limitations of Internal Financial Controls over Financial Reporting

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

Opinion

In our opinion, to the best of our information and according to the explanations given to us, the Company has, in all material respects, an adequate internal financial controls system over financial reporting and such internal financial controls over financial reporting were operating effectively as at March 31, 2018, 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 : 12th July 2018

Balance Sheet as at 31st March 2018

	Note	As at 31st March 2018 ₹	As at 31st March 2017 ₹
I EQUITY AND LIABILITIES			
Corpus and Reserves			
(a) Council's Corpus	2	4,127,180	4,057,180
(b) Reserves and Surplus	3	114,764,826	83,353,233
		118,892,006	87,410,413
Liabilities			
Non-Current Liabilities			
(a) Other Long term Liabilities	4	127,220	-
(b) Long term Provisions	5	1,197,376	761,039
		1,324,596	761,039
Current Liabilities			
(a) Trade Payables	6	1,046,760	1,173,595
(b) Other Current Liabilities	7	495,118	777,256
		1,541,878	1,950,851
Total Equity and Liabilities		**121,758,480**	**90,122,303**
II ASSETS			
Non-current Assets			
(a) Fixed Assets - Tangible	8	562,642	1,951,058
(b) Non-current Investments	9	66,565,688	53,900,000
(c) Long-term Loans and Advances	10	9,359,177	2,515,702
(d) Other Non-Current Assets	11	4,973,214	2,371,063
		81,460,721	60,737,823
Current Assets			
(a) Current Investments	12	11,785,553	15,648,648
(b) Trade Receivables	13	1,425,019	986,954
(c) Cash and Cash equivalents	14	23,397,436	9,702,973
(d) Short term Loans and Advances	15	2,898,416	1,925,226
(e) Other Current Assets	16	791,335	1,120,679
		40,297,759	29,384,480
Total Assets		**121,758,480**	**90,122,303**
The accompanying notes are an integral part of these Financial Statements.	1-23		

As per our report of even date attached

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

(Lalit Khanna)
Partner
Membership No. 5185

Place : Mumbai,
Date : 12th July 2018

For and on behalf of the Board of Governors

Abanti Sankaranarayanan
Chairman

Members
Shashidhar Sinha
Prashant Singh

Statement of Income and Expenditure For the year ended 31st March 2018

		Note	Year ended 31st March 2018 ₹	Year ended 31st March 2017 ₹
I	**REVENUE**			
(a)	Revenue from Operations	17	37,549,260	34,501,281
(b)	Other Income	18	7,781,078	7,463,763
	Total Revenue		**45,330,338**	**41,965,044**
II	**EXPENSES**			
(a)	Employee benefits expense	19	11,754,649	9,435,192
(b)	Operation and other expenses	20	20,387,160	17,661,625
(c)	Depreciation and Amortization expense	8	498,859	480,161
	Total Expenses		**32,640,668**	**27,576,978**
	Surplus before Extraordinary item		12,689,670	14,388,066
	Extraordinary Item - Profit on Sale of Assets		14,948,907	-
	Surplus for the year		**27,638,577**	**14,388,066**
	The accompanying notes are an integral part of these Financial Statements.	1-23		

As per our report of even date attached

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

(Lalit Khanna)
Partner
Membership No. 5185

Place : Mumbai,
Date : 12th July 2018

For and on behalf of the Board of Governors

Abanti Sankaranarayanan
Chairman

Members
Shashidhar Sinha
Prashant Singh

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2018

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 ex-gratia 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. Since the number of employees are less than twenty, the provisions of Employees' Provident Funds and Miscellaneous Provisions Act, 1952 are not applicable to the council.

(f) Foreign Currency Transactions

The Income and 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 2018 (CONTINUED)

		As at 31st March 2018 ₹	As at 31st March 2017 ₹
2	**COUNCIL'S CORPUS**		
	Balance as at the beginning of the year	4,057,180	3,982,180
	Entrance Fee received during the year	70,000	75,000
	Total	**4,127,180**	**4,057,180**
3	**RESERVES & SURPLUS**		
a)	Legal Expense Fund		
	As at the beginning of the year	2,330,907	2,045,000
	Contribution received during the year	4,675,000	3,399,126
	Payments to Counsels	(901,984)	(3,113,219)
	As at the end of the year	6,103,923	2,330,907
b)	Accumulation under section 11(2) of the Income Tax Act, 1961		
	As at the beginning of the year	27,147,127	28,946,677
	Accumulation for the preceding year	13,800,000	3,800,000
		40,947,127	32,746,677
	Amount utilized for purpose for which accumulation was made	(5,767,892)	(5,599,550)
	As at the end of the year	35,179,235	27,147,127
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	19,050,000	5,800,000
	Amount utilized during the year	(19,050,000)	(5,800,000)
	Transferred during the year from surplus in the Statement of income and expenditure	20,000,000	19,050,000
	As at the end of the year	20,000,000	19,050,000
d)	Accumulation under section 11(1)(a) of the Income Tax Act, 1961		
	As at the beginning of the year	31,352,043	24,551,955
	Accumulated during the year	7,490,582	6,800,088
	As at the end of the year	38,842,625	31,352,043
e)	Surplus in the statement of Income and Expenditure		
	As at the beginning of the year	3,473,156	7,335,628
(i)	Surplus for the year	27,638,577	14,388,066
(ii)	Transferred from accumulation under section 11 (2) as amount no longer required	5,767,892	5,599,550
(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	19,050,000	5,800,000
		55,929,625	33,123,244
	Appropriations :		
(i)	Amount pursuant to option exercised under clause (2) of Explanation to section 11 (1) of the Income Tax Act, 1961	(20,000,000)	(19,050,000)
(ii)	Accumulation under section 11 (2) of the Income tax Act, 1961 in respect of the preceding year	(13,800,000)	(3,800,000)
(iii)	Accumulation under section 11 (1) (a) of the Income tax Act, 1961	(7,490,582)	(6,800,088)
	As at the end of the year	14,639,043	3,473,156
	Total	**114,764,826**	**83,353,233**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2018 (CONTINUED)

		As at 31st March 2018 ₹	As at 31st March 2017 ₹
4	**OTHER LONG-TERM LIABILITES**		
	Advances received	127,220	-
	Total	**127,220**	**-**
5	**LONG-TERM PROVISIONS**		
	Provision for employee benefits (Being provision for Leave Encashment)	1,197,376	761,039
	Total	**1,197,376**	**761,039**
6	**TRADE PAYABLES**	**1,046,760**	**1,173,595**
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	252,150	286,068
(c)	Other	242,968	41,188
	Total	**495,118**	**777,256**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2018 (CONTINUED)

8 FIXED ASSETS

Tangible Assets

	Description of the Assets	COST				DEPRECIATION				NET BOOK VALUE	
		As at 1st April 2017 ₹	Additions during the year ₹	Deductions / Adjustments ₹	As at 31st March 2018 ₹	Upto 1st April 2017 ₹	For the year ₹	Deductions / Adjustments ₹	Upto 31st March 2018 ₹	As at 31st March 2018 ₹	As at 31st March 2017 ₹
(a)	Office Premises	2,213,159	-	2,213,159	-	959,036	34,448	993,484	-	-	1,254,123
(b)	Computers	1,518,567	375,436	85,239	1,808,764	1,096,383	375,456	85,239	1,386,600	422,164	422,184
(c)	Air Conditioners	66,760	-	66,760	-	53,408	13,099	66,507	-	-	13,352
(d)	Office Equipments	249,159	6,600	-	255,759	147,885	50,334	-	198,219	57,540	101,274
(e)	Furniture & Fixtures	388,204	-	230,823	157,381	228,079	25,522	179,158	74,443	82,938	160,125
	Total Rupees	**4,435,849**	**382,036**	**2,595,981**	**2,221,904**	**2,484,791**	**498,859**	**1,324,388**	**1,659,262**	**562,642**	**1,951,058**
	Previous Year's 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

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2018 (CONTINUED)

	As at 31st March 2018 ₹	As at 31st March 2017 ₹
9 NON-CURRENT INVESTMENTS		
Non Trade Investments (Unquoted at cost)		
(a) Fixed Deposits with Housing Development Finance Corporation Limited		
(i) 2 (Previous year 2) 8.25% Deposits of ₹ 2,000,000/- each Cumulative Income Plan	4,000,000	4,000,000
(ii) 1 (Previous year 1) 7.80% Deposit of ₹ 1,000,000/- Annual Income Plan	1,000,000	1,000,000
(iii) 1 (Previous year 1) 7.80% Deposit of ₹ 500,000/- Annual Income Plan	500,000	500,000
(iv) 1 (Previous year 1) 7.40% Deposit of ₹ 3,000,000/- Cumulative Income Plan	3,000,000	3,000,000
(v) 1 (Previous year 1) 7.40% Deposit of ₹ 3,000,000/- Annual Income Plan	3,000,000	3,000,000
(vi) 1 (Previous year 1) 7.40% Deposit of ₹ 2,000,000/- Annual Income Plan	2,000,000	2,000,000
(vii) 1 (Previous year 1) 7.40% Deposit of ₹ 1,500,000/- Annual Income Plan	1,500,000	1,500,000
(viii) 1 (Previous year Nil) 7.40% Deposit of ₹1,000,000/- Annual Income Plan	1,000,000	-
(ix) 1 (Previous year Nil) 7.40% Deposit of ₹500,000/- Annual Income Plan	500,000	-
(x) 2 (Previous year Nil) 7.40% Deposits of ₹2,000,000/- each Annual Income Plan	4,000,000	-
(xi) 1 (Previous year Nil) 7.40% Deposit of ₹1,500,000/- Annual Income Plan	1,500,000	-
	22,000,000	15,000,000
(b) Fixed Deposits with L I C Housing Finance Limited		
(i) 1 (Previous year 1) 9.60 % Deposit of ₹ 4,000,000/- Cumulative Income Plan	4,000,000	4,000,000
(ii) NIL (Previous year 1) 8.40% Deposit of ₹ 3,000,000/- Non Cumulative Income Plan	-	3,000,000
(iii) 1 (Previous year 3) 8.40% Deposits of ₹1,000,000/- each Non Cumulative Income Plan	1,000,000	3,000,000
(iv) NIL (Previous year 1) 8.40% Deposit of ₹ 500,000/- Non Cumulative Income Plan	-	500,000
(v) 4 (Previous year 4) 8.40% Deposits of ₹1,500,000/- each Cumulative Income Plan	6,000,000	6,000,000

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2018 (CONTINUED)

	As at 31st March 2018 ₹	As at 31st March 2017 ₹
(vi) 2 (Previous year 2) 8.40% Deposits of ₹2,000,000/- each Cumulative Income Plan	4,000,000	4,000,000
(vii) 4 (Previous year 4) 8.40% Deposits of ₹1,000,000/- each Cumulative Income Plan	4,000,000	4,000,000
(viii) 1 (Previous year 1) 8.40% Deposit of ₹2,000,000/- Non Cumulative Income Plan	2,000,000	2,000,000
(ix) 2 (Previous year 2) 8.40% Deposits of ₹ 1,500,000/- each Non Cumulative Income Plan	3,000,000	3,000,000
(x) 1 (Previous year 1) 8.15% Deposit of ₹300,000/- Non Cumulative Income Plan	300,000	300,000
(xi) 3 (Previous year 3) 8.15% Deposits of ₹ 1,000,000/- each Non Cumulative Income Plan	3,000,000	3,000,000
(xii) 2 (Previous year 2) 8.15% Deposits of ₹2,000,000/- each Non Cumulative Income Plan	4,000,000	4,000,000
(xiii) 1 (Previous year 1) 8.15% Deposit of ₹100,000/- Non Cumulative Income Plan	100,000	100,000
	31,400,000	36,900,000
(c) Fixed Deposits with PNB Housing Finance Limited		
(i) 2 (Previous year 2) 7.90 % Deposits of ₹ 1,000,000/- each Cumulative Income Plan	2,000,000	2,000,000
(ii) 2 (Previous year Nil) 7.40 % Deposits of ₹ 2,000,000/- each Cumulative Income Plan	4,000,000	-
	6,000,000	2,000,000
(d) Fixed Deposits with Can Fin Homes Limited		
(i) 1 (Previous year Nil) 7.60 % Deposit of ₹ 2,500,000/- Cumulative Income Plan	2,500,000	-
(ii) 1 (Previous year Nil) 7.10 % Deposit of ₹ 3,300,000/- Cumulative Income Plan	3,300,000	-
	5,800,000	-
(e) Fixed Deposits with ICICI Bank Limited		
(i) 1 (Previous Year Nil) 6.75% Deposit of ₹ 13,65,688/- Cumulative Income Plan	1,365,688	-
	1,365,688	-
Total	**66,565,688**	**53,900,000**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2018 (CONTINUED)

		As at 31st March 2018 ₹	As at 31st March 2017 ₹
10	**LONG-TERM LOANS AND ADVANCES** (Unsecured considered good)		
(a)	Security Deposits	6,114,190	18,190
(b)	Prepaid taxes	3,244,987	2,497,512
	Total	**9,359,177**	**2,515,702**
11	**OTHER NON-CURRENT ASSETS**		
(a)	Interest accrued on investments	4,973,214	2,371,063
	Total	**4,973,214**	**2,371,063**
12	**CURRENT INVESTMENTS** Non Trade Investments (Unquoted at cost)		
(a)	Fixed Deposits with Housing Development Finance Corporation Limited		
(i)	Nil (Previous year 1) 9.35% Deposit of ₹ 1,000,000/- Annual Income Plan	-	1,000,000
(ii)	Nil (Previous year 2) 8.95% Deposits of ₹ 2,000,000/- each Annual Income Plan	-	4,000,000
(iii)	Nil (Previous year 1) 8.95% Deposit of ₹ 1,000,000/- Annual Income Plan	-	1,000,000
(iv)	Nil (Previous year 1) 8.95% Deposit of ₹ 500,000/- Annual Income Plan	-	500,000
(v)	Nil (Previous year 1) 8.95% Deposit of ₹ 1,500,000/- Annual Income Plan	-	1,500,000
(vi)	Nil (Previous year 1) 8.75% Deposit of ₹ 2,500,000/- Annual Income Plan	-	2,500,000
(vii)	Nil (Previous year 1) 8.75% Deposit of ₹ 1,300,000/- Annual Income Plan	-	1,300,000
(viii)	Nil (Previous year 1) 8.65% Deposit of ₹ 1,000,000/- Annual Income Plan	-	1,000,000
		-	12,800,000
(b)	Fixed Deposit with L I C Housing Finance Limited		
(i)	1 (Previous year Nil) 8.40% Deposit of ₹3,000,000/- Non Cumulative Income Plan	3,000,000	-
(ii)	2 (Previous year Nil) 8.40% Deposits of ₹1,000,000/- each Non Cumulative Income Plan	2,000,000	-
(iii)	1 (Previous year Nil) 8.40% Deposit of ₹500,000/- Non Cumulative Income Plan	500,000	-
		5,500,000	-

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2018 (CONTINUED)

	As at 31st March 2018 ₹	As at 31st March 2017 ₹
(c) Legal Expense Fund Fixed Deposits with HDFC Bank Limited		
(i) 1 (Previous year 1) 6.90% Deposit of ₹ 200,000/-	200,000	200,000
(ii) 1 (Previous year Nil) 6.75% Deposit of ₹ 249,808/-	249,808	-
(iii) 1 (Previous year Nil) 6.75% Deposit of ₹600,000/-	600,000	-
(iv) 1 (Previous year Nil) 6.75% Deposit of ₹ 650,000/-	650,000	-
(v) 1 (Previous year Nil) 6.75% Deposit of ₹ 448,648/-	448,648	-
(vi) 1 (Previous year Nil) 6.75% Deposit of ₹ 126,923/-	126,923	-
(vii) 1 (Previous year Nil) 6.95% Deposit of ₹ 10,174/-	10,174	-
(viii) 1 (Previous year Nil) 6.75% Deposit of ₹ 175,000/-	175,000	-
(ix) 1 (Previous year Nil) 6.75% Deposit of ₹ 825,000/-	825,000	-
(x) 1 (Previous year Nil) 6.75% Deposit of ₹ 300,000/-	300,000	-
(xi) 1 (Previous year Nil) 6.75% Deposit of ₹ 950,000/-	950,000	-
(xii) 1 (Previous year Nil) 6.75% Deposit of ₹ 1,275,000/-	1,275,000	-
(xiii) 1 (Previous year Nil) 6.75% Deposit of ₹ 300,000/-	300,000	-
(xiv) 1 (Previous year Nil) 6.75% Deposit of ₹ 175,000/-	175,000	-
(xv) Nil (Previous year 1) 7.00% Deposit of ₹ 525,000/-	-	525,000
(xvi) Nil (Previous year 1) 7.00% Deposit of ₹ 600,000/-	-	600,000
(xvii) Nil (Previous year 1) 6.90% Deposit of ₹ 650,000/-	-	650,000
(xviii) Nil (Previous year 1) 6.90% Deposit of ₹ 448,648/-	-	448,648
(xix) Nil (Previous year 1) 6.90% Deposit of ₹ 250,000/-	-	250,000
(xx) Nil (Previous year 1) 6.95% Deposit of ₹ 175,000/-	-	175,000
	6,285,553	2,848,648
Total	**11,785,553**	**15,648,648**
13 TRADE RECEIVABLES (Unsecured)		
(a) Outstanding for a period exceeding six months from the date they are due for payment		
(i) Considered good	20,650	-
(ii) Considered doubtful	625	418,411
Provision for doubtful Debts	(625)	(418,411)
	20,650	-
(b) Other debts considered good	1,404,369	986,954
Total	**1,425,019**	**986,954**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2018 (CONTINUED)

	As at 31st March 2018 ₹	As at 31st March 2017 ₹
14 CASH AND BANK BALANCES		
(a) Cash and Cash equivalents		
(i) Cash in hand	10,265	29,202
(ii) Balance with Banks		
Savings Account	5,353,857	4,389,012
Current Account	1,841,314	2,154,634
	7,205,436	6,572,848
(b) Short-Term Bank Deposits	16,192,000	3,130,125
Total	**23,397,436**	**9,702,973**
15 SHORT-TERM LOANS AND ADVANCES (Unsecured considered good)		
(a) Security Deposits	1,140,000	1,140,000
(b) Prepaid Taxes	1,279,126	333,914
(c) Other amounts recoverable in cash or in kind or for value to be received	479,290	451,312
Total	**2,898,416**	**1,925,226**
16 OTHER CURRENT ASSETS		
(a) Service Tax Cenvat & GST Credit Account	653,496	1,050,035
(b) Interest accrued on Investments and Bank Deposits	137,839	56,044
(c) Recoverable from Staff (TDS)	-	14,600
Total	**791,335**	**1,120,679**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2018 (CONTINUED)

	Year Ended 31st March 2018 ₹	Year Ended 31st March 2017 ₹
17 REVENUE FROM OPERATIONS		
(a) Membership Subscription	27,071,250	26,592,250
(b) Complaints Processing Charges	9,271,716	7,898,531
(c) E-Learning Fee	568,000	10,500
(d) Fee for Monitoring Websites	638,294	-
Total	**37,549,260**	**34,501,281**
18 OTHER INCOME		
(a) Interest income		
(i) Interest on Bank deposits	896,250	1,056,039
(ii) Interest on Investments	5,989,451	5,316,460
(iii) Other interest	30,296	28,239
	6,915,997	6,400,738
(b) Rent received	862,500	922,500
(c) Miscellaneous Income	2,581	1,470
(d) Sundry credit balances written back	-	139,055
Total	**7,781,078**	**7,463,763**
19 EMPLOYEE BENEFITS EXPENSE		
(a) Salaries, Allowances, Bonus and Incentives	11,386,631	9,168,007
(b) Staff Welfare Expenses	99,858	80,057
(c) Contribution to Group Gratuity Scheme	268,160	187,128
Total	**11,754,649**	**9,435,192**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2018 (CONTINUED)

	Year Ended 31st March 2018 ₹	Year Ended 31st March 2017 ₹
20 OPERATION AND OTHER EXPENSES		
(a) Legal & Professional Charges (See Note (i) below)	4,775,029	4,831,304
(b) Rent Paid	2,677,437	2,359,773
(c) Honorarium and Independent Review Process Fee	2,797,500	841,000
(d) Printing, Stationery and Xerox Charges	423,500	545,758
(e) Travelling & Conveyance	864,078	1,197,122
(f) Telephone Charges	162,591	162,488
(g) Electricity Charges	173,219	218,350
(h) Repairs & Maintenance	298,309	235,448
(i) IT Support Charges	376,920	328,635
(j) Auditors' Remuneration (see Note. (ii) below)	66,575	61,800
(k) Expenses on Monitoring of Advertisements	2,907,630	2,655,712
(l) Website Expenses	742,465	478,203
(m) ASCI Awareness Expenses	2,443,571	2,462,200
(n) Provision for Doubtful debts	625	418,411
(o) Input Tax Credit Expended	463,728	-
(p) Miscellaneous Expenses (See Note (iii) below)	1,213,983	865,421
Total	**20,387,160**	**17,661,625**
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	45,000	40,200
(b) Other services	-	-
	45,000	40,200
(ii) Auditors' remuneration comprises:-		
Audit fees	65,000	60,300
Other services	1,575	1,500
	66,575	61,800
(iii) Miscellaneous Expenses include :-		
Insurance	25,404	29,043

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2018 (CONTINUED)

	Year Ended 31st March 2018 ₹	Year Ended 31st March 2017 ₹
21 Foreign Currency Earnings and Expenditure		
(a) Foreign Currency Earnings (Fee for Monitoring Websites)	638,294	-
(b) Foreign Currency Expenditure (Expenditure towards Membership fee of International Council for Ad Self-Regulation)	279,472	103,779

22 Disclosure of transactions between the Company and Related parties and the status of outstanding balances as at 31st March, 2018 (Previous year's figures given in brackets)

Description of transaction	Name of the party	Relationship	Amount ₹
Payment in respect of ASCI awareness expenses	Ketchum Sampark Pvt. Ltd.	A Private Company in which Mr. N. S. Rajan, a member of Board of Governors, is a director	1,089,912 (1,069,575)
Balance payable as on 31st March 2018	As above		98,956 (95,801)

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

Signatures to Notes 1 to 23

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

(Lalit Khanna)
Partner
Membership No. 5185

Place : Mumbai,
Date : 12th July 2018

For and on behalf of the Board of Governors

Abanti Sankaranarayanan
Chairman

Members
Shashidhar Sinha
Prashant Singh

ASCI

Awareness Drive to emphasize the need for Self Regulation in advertising

ICAS Helsinky meeting April 2018







International Workshop on Consumer Protection







Mumbai Grahak Panchayat meeting









ASCI in News



टीव्हीवरील काही जाहिराती खटकतात. अतिरंजित वाटतात. क्वचित फसव्या वाटतात, अशा जाहिरातींविरुद्ध ग्राहक म्हणून आपल्याला तक्रार करता येते का? ती कुठे आणि कशी करावी?

- रजनी पाटील, सांगली.

जाहिरातीचा ग्राहकाच्या आवडी-निवडीवर खोलवर परिणाम होतो हे निर्विवाद सत्य आहे; पण आकर्षक, मोहक वाटणाऱ्या जाहिराती सांगत असलेलं सर्व खरंच असतं असं नाही. अनेकदा जाहिराती खोटे, भ्रामक आणि अवास्तव दावे करतात. त्यांना ग्राहक भुलतात आणि स्वत:चं नुकसान करून घेतात. अशा भ्रामक जाहिरातींना आळा घालण्यासाठी ग्राहकांनी जाहिराती जागरूकपणे बघणं आणि काही चुकीचं वाटल्यास त्याची तक्रार करणं याची नितांत आवश्यकता आहे. आणि त्यासाठी विशिष्ट व्यवस्थाही आहे.

खोट्या जाहिराती आणि ASCI

दिशाभूल करणाऱ्या जाहिरातींना आळा घालण्यासाठी १९८५ साली ॲडव्हर्टायझिंग स्टॅण्डर्ड कौन्सिल ऑफ इंडिया (ASCI) ची स्थापना करण्यात आली. ही एक स्वयंसेवी वैधानिक नियामक संस्था आहे. यात जाहिरातदार, ा आणि अन्य समावेश आहे. र्व माध्यमांतील ले आहेत. ते

अनेकदा जाहिराती खोट्या, फसव्या वाटतात, त्याविषयी तक्रार करायची असेल तर?

जाहिरातीनं फसवलं तर...



आपण 'ग्राहक' असतो, 'गिऱ्हाईक' नव्हे, याचे शहाणे भान

ग्राहक हक्क

ममता आठल्ये

पाळण्याची जबाबदारी जाहिरातक्षेत्राशी निगडित सर्वांची आहे.

(ASCI)तील ग्राहक तक्रार निवारण समिती ग्राहकांच्या तक्रारींचं निराकरण करते. जाहिरातींना प्रमाणपत्र देते. जाहिरातींनी नीतिनियमांचं उल्लंघन केल्यास योग्य ती कारवाई करण्यात येते.

चांगल्या जाहिरातीची लक्षणं

१. जाहिरातीतील माहिती सत्याला धरून आणि प्रामाणिक असावी. ती फसवी नसावी.

अनुरूप असावी. त्यात कोणतेही हानिकारक स्टंट नसावेत.

७. अश्लील आणि विकृत नसावी.

८. सिगरेट, मद्य, तंबाखू अशा अमली पदार्थांची जाहिरात करण्यास मनाई आहे.

९. गुटखा जाहिरातीस आपल्या राज्यात बंदी आहे.

१०. जाहिरातीत निकोप स्पर्धा असावी.

तक्रार करायची तर?

१. ग्राहकांनी ASCI मध्ये तक्रार केली तरच पुढे कारवाई होऊ शकते. त्यामुळे खटकणाऱ्या जाहिरातींविषयी तक्रार करता येतेच. त्यासाठी (ASCI) च्या ७१७/ई, ऑरस चेम्बर्स, अमृतवार मार्ग, परळी, मुंबई- १८

दूरध्वनी : १-८००-२२-७७२४ येथे संपर्क करता येतो.

अबांती शंकरनारायण आस्की की नई अध्यक्ष होगी



मुंबई । भारतीय भ्रामक विज्ञापन परिषद की नई अध्यक्ष अंबाती शंकरनारायण होगी । मुंबई मे आस्की की आयोजित आमसभा मे सर्वसम्मति से अंबाती को नया अध्यक्ष चुना गया । अंबाती का कार्यकाल 4 वर्ष का होगी ।

Educational institutes making false claims warned by ASCI

ASCI, which has been recognised by the Union Ministry of Consumer Affairs and AYUSH upheld complaints against 114 out of 193 advertisements

By Raju Vernekar

On a recent drive, the Advertising Standards Council of India (ASCI) came across a number of false job offers, made by educational institutes, including those offering coaching for top Government competitive examinations including IAS/IFS.

ASCI found that a Delhi-based 'Vision IAS (Vision IAS Classroom)' institute also having a branch in Jaipur, claimed that 15 of its students were among top 20 and 70 plus ranked out of top 100 successful candidates in Civil Services Examination held in 2016. The institute also claimed that the test series is its hallmark and every year thousands of students utilised them, which were based on innovative assessment system (ISS) to improve their scores. The ISS was its trade mark the institute claimed adding that the immense response it received from the students was a living testimony of its commitment to quality. The claim was false and unethical by all means when matched with actual results and as such was asked to drop the claim made in this regard.

Another educational institute 'Satyadeva Institute' located at Asansol, West Bengal, claimed that 'No.1 Institute in Asansol' and 'No.1 Result Maker Institute'. The claim was not substantiated with any verifiable comparative data of the advertiser's institute and other similar institutes, or any third party validation. Besides the claims, 'Faculties from Patna', 'Test the Best', and advertisements showing published photographs of students, were false and misleading by exaggeration.

Similarly, another the 'Ambition School of Competitive Education', Muzaffarpur, Bihar claimed that it 'Ranked No. 1' among the top prominent engineering colleges in India. The claim was misleading as per ASCI.

Similarly, The 'Career Launcher Ltd' claimed that '75/All-India Top 100 ranks in CLAT'17 are LSTians'. Also, the RACE Institute for Bank and SSC Coaching Purnea, Bhagalpur and Muzaffarpur' and offered Scholarship worth Rs. One Crore'. The claim was false as per ASCI.

'The AIM' Bhopal claimed that 'For the first time in Bhopal an institute has given selection in AILET and NLIU Bhopal from crash course programme'. The claim was with more than 84 per cent success ratio' and in 2016-17, about 8500 of their students got placed in various PS banks. These claims were not substantiated as per ASCI.

In the recent drive, ASCI, which has been [illegible] AYUSH upheld complaints against 114 out of 193 advertisements. They included 51 complaints related to the healthcare category, 31 to education category, followed by 17 in the 'Food and Beverages' category.



दवाओं के भ्रामक विज्ञापनों पर अंकुश के लिए आयुष समिति में एएससीआई भी शामिल

मुंबई। भारतीय विज्ञापन मानक परिषद (एएससीआई) ने कहा कि 1954 और आयुर्वेद, सिद्ध और यूनानी और होम्योपैथी (एएसयू और एच) दवाओं के बारे में गुमराह करने वाले विज्ञापनों दवाओं को गुमराह करने वाले विज्ञापनों पर अंकुश के प्रावधानों की समीक्षा और निगरानी करेगी। तथा बढ़ावा देने वाले विज्ञापनों इसके अलावा समिति को पर लगाम लगाने के लिए आयुर्वेद योग, किसी गुमराह करने वाले प्राकृतिक चिकित्सा, यूनानी, विज्ञापन के खिलाफ सिद्ध तथा होम्योपैथी नियामकीय कार्रवाई की (आयुष) मंत्रालय की सिफारिश करने का अधिकतर प्रान्त समिति का अधिकार होगा। साथ ही वह भी हिस्सा है। साल समिति केंद्र सरकार को सदस्यीय समिति में



CONSUMER PROTECTION BILL 2018

What Does a 'Misleading' Ad Mean? Industry wants Govt to Spell it Out

o seek clarification after proposed bill stipulates year ban on celebrities r appearing in such ads

itna Bhushan & Shambhavi Anand

' Delhi: The advertising and talent agement industry says it will seek n from the government on deading', a day after the consumer rs minister proposed a new rotection bill stipulating ce- or

Taking Action



In mid-2016, **Dhoni** quit as brand ambassador of Amrapali after he was trolled by dissatisfied buyers



2 years ago, FIRs had been lodged against **Amitabh Bachchan** and **Madhuri Dixit** for endorsing Maggi noodles soon after its ban

Celebrities endorsing misleading ads will have to pay penalty of up to ₹50 lakh and serve a ban of up to three years as per Consumer Protection Bill 2018

According to the proposed Bill, the Central Consumer Protection Authority can
- Investigate violations of consumer rights
- Recall unsafe goods
- Order misleading ads to be withdrawn

The bill could will empower the CCPA to impose a penalty of up to ₹10 lakh on endorsers and manufacturers, and ₹50 lakh for subsequent violation

ASCI has also defined misleading in ads in its code

According to ASCI code, celebrities should do due diligence to ensure that ll description, claims nd comparisons ade in the ads

ster of Food and Consumer Affairs Ram Vilas Paswan, is cleared by Parliament.

Prathap Suthan, managing partner of Bang in the Middle, who works with multiple celebrities said that the bill is "slightly off colour". "Celebrities can't be checking products that come out of factories for each chemical or ingredient. For example, if a product claims to save ₹10 per week on electricity and in reality it saves only ₹2, you can't hold a celebrity for that," he added.

According to the proposed bill, the Central Consumer Protection Authority (CCPA) would have adequate powers to investigate violations of consumer rights, recall unsafe goods and order misleading ads to be withdrawn.

The bill is an amendment of the existing Consumer Protection Act, which had directives of jail terms for celebrities endorsing "misleading" claims by products. "Misleading advertisements, telemarketing, direct selling and e-commerce pose new challenges to consumer protection and will require appropriate and swift executive intervention," the minister said while proposing the new bill.

The bill, if cleared, will empower the CCPA to impose a penalty of up to ₹10 lakh on endorsers and manufacturers, and a penalty of ₹50 lakh for subsequent violation. The authority will also have the power to ban an endorser of 'false' or 'misleading' ads for one year, while subsequent violation will attract a ban of up to three years.

Industry body Advertising Standards and Council of India (ASCI), among the entities through which the consumer affairs ministry operates, said it has also defined misleading ads in its code. "We have introduced a set of guidelines for celebrity endorsements. These guidelines help them understand, in terms of legality, what are the things to watch out for before agreeing to endorse," said Shweta Purandare, ASCI secretary general. She added that ASCI has been there to help if a celebrity either directly or through the concerned ad agency chooses to seek advice from it on whether the ads potentially violates any provisions of the ASCI code or not. According to the ASCI code, celebrities should do due diligence to ensure that all description, claims and comparisons made in the ads should not mislead or appear deceptive.

Most deceptive product claims from health sector

KUMAR VIKRAM @ New Delhi

ABOUT one third of the complaints received against misleading advertisements are from the healthcare industry, suggests data from the Ministry Of Consumer Affairs.

Data suggests, as many as 6,820 complaints were recorded at Ministry's 'Grievance Against Misleading Advertisements" portal from March 2015 and March 2018.

An official of the Ministry said that maximum number of complaints is from health sector. "Most complains are against misleading product claims. Like, through herbal medicines they



ASCI objects to misleading advertisements

By Raju Vernekar

The Advertising Standards Council of India (ASCI) has objected to misleading and exaggerated advertisements being carried by many in E-commerce and 18 advertisements from other categories.

The exaggerated advertisements offering instant fitness and weight reduction include those from 'Fit N Slim Fitness Centre', 'Fit N Fine Body Care Services', 'The Medinova Retreat (MediSpa)' and 'VSS Health and Wellness Center'.

In educational category, advertisements from institutes offering 100 per cent assurance of placement with a





Claim or statement about product or service must be verifiably true

13th ANNIVERSARY

CONTINUED FROM P1

"This proactive action required a comprehensive understanding of the touch-points and moments of truth where an enterprise interacted with the customer and how it might go wrong. They then set about defining processes to register, examine, adjudicate, redress and monitor these service deficiencies and complaints. Such initiatives came to be categorised under the broad rubric of 'self-regulation'.

"Businesses of every stripe operate in a competitive environment and must canvass their consumers with benefit propositions, quality standards, lifestyle signifiers, price points, product characteristics



s to deal with such complaints. l only few hundred rupees. These with these mechanisms

The ASCI needed a formalisation of the rules th govern its self-regulatory practice. Thus was bo for Self-Regulation in Advertising, popularly, th that explicated the principles and detailed the ... govern all commercial advertising in In

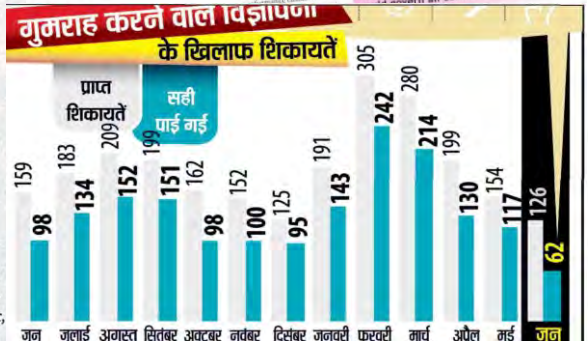


ABANTI SANKARANARAYAN
CHAIRMAN,
ADVERTISING STANDARDS COUNCIL OF INDIA

'After all, creative liberty is a privilege'

ASCI'S CONSUMER COMPLAINTS Council (CCC) received a slew of complaints on condom ads asking for a complete ban. However, the CCC did not uphold these complaints, given the product

ગુમરાહ કરતી વિજ્ઞાપનો સામે ફરિયાદો



મોટા ભાગની જાહેરાત



ગ્રાહક સુરક્ષા
જહાંગિર બી. ગાય

પામ્બાબુધિકાર જાહેર અખબારો અથવા ટીવી ચેનલોમાં એન જાહેરાતોના પ્રચાર/પ્રસાર રજૂ નથી પરંતુ ગ્રોડક્ટની ચોખ્ખાઈ કાર્યક્ષમતા વિશે ગ્રાહકોને બોગસ અને ભ્રામક્ત દાવો કરીને ગેરમાર્ગે દોરવો એ મેન પાપ ગણે છે.

સાર્વજનિક ગ્રોડક્ટ વિશે ઉત્તમ અને ખરાબી જાણવી દરેક ગ્રાહક છે.

તમે જ્યારે ચીપો કે ટુથપેસ્ટ,ટુથબ્રેશ કરવો પડ્યુ મજબૂત અને ચાલિસાળી છે ત્યારે તમને નવાઇ લાગશે કે બ્રોડક્ટનો ખર્ચ શું? અને શું ગ્રોડક્ટ સાચે સરખામણી પાય છે? ક્કત ૩.૦૦૪ ટકા બ્રોડક્ટો તેમની માત્રા પરાવવા આ તેક માં બ્રોડક્ટનો મોટી બાબાગ ઉપયોગ કરવો હોવાથી કિંમતિય ચિત્ર ક્કત છે. જે પ્રબાદ કેમનીનો ગ્રોડક્ટ આંશી ઝાંખિત ગ્રોડક્ટ

છે. એમ કાઉન્સિલે કહ્યું હતું.

દિશાબાધ કરે કેમની પોતે બ્રોડક્ટની પ્રથમ નોંધણી એજેન્સિ પાસ હોવાની જાહેરાત કરે છે અને જણાવે છે કે દિશાબાધ કેમની ગુણવિશ કેમે કે ગ્રોડક્ટ પૂરા પાડે છે. કાઉન્સિલે આવા પણ અખબાર કર્યા બાદ જણાવ્યું હતું કે કેમની તેના ગ્રોડક્ટ માટે લાભ દરવો કરી રહી નહીં અને જાહેરખબરને ગેરમાર્ગે દોરનારી ગણાવી છે. જે પ્રબાદ કેમનીનો ગ્રોડક્ટ આંશી ઝાંખિત ગ્રોડક્ટ એવો ખાલી દાવો કરાયો છે.

બોગસ માહિતીના આધારે આવી જાહેરાત ગેરમાર્ગે દોરનારી છે. પાણીમાં ભારે ઓગાળવા દ્રવ નહીં કરાય તો કાઉન્સિલે લાલ આંખો ચાલ જાય છે. ગ્રાહકો કાઉન્સિલની લાલ અને પોસ્પદા કરતાં વધુ સમય વાપરવાનું ચાલુ રાખે તો વપરાશકારો માટે જોખમી છે.

ગ્યાપુર્વીન કાર્યો તેના ગ્રોડક્ટ નાણાંકિયાંમ પ્રકાર રેન્જની જાહેરાતમાં જણાવે છે કે તેમની ગ્રોડક્ટો આયુષ્ય વિષાત કાલ મંજુરી પાસ છે.

પરંતુ તેમના ગ્રોડક્ટોને રાજ્યની લાયસન્સીંગ ઓથોરિટી કાલ મન્યતા મળી છે. એવો કોઇ ઉલ્લેખ નથી અથવા કેમનીના દાવાની પોસ્પદા સિદ્ધ થાય

16 [IMPACT] FEATURE



ABANTI SANKARANARAYANAN
CHAIRPERSON, ASCI

ASCI

After serving for four years as a member of the ASCI (Advertising Standards Council of India) Board of Governors, Abanti Sankaranarayanan, former Vice Chairman, Confederation of Indian Alcoholic Beverage Companies took over the reins from outgoing Chairman SK Swamy to lead ASCI in its vision to ensure advertisements are honest, decent, responsible and fair. Sankaranarayanan talks about her plans to deal with the challenges facing ASCI by emphasizing the importance of self-regulation.

TOP PRIORITIES AS CHAIRPERSON OF ASCI

Upgrading from our previous motto, 'Advertising with a Conscience', ASCI announced its new watchword 'So You Can Trust Advertising' to reinstate the body's commitment towards ensuring every ad stays true to its cause of serving society honestly and responsibly. My priority is to build on the vision of ASCI, getting more ads and advertisers to comply with us and take our numbers even higher. Working deeply with our Consumer Complaints Council (CCC) that comprises of consumer activists, lawyers, doctors and educationists and strengthening our Independent Review Process (IRPs) will be top priorities.

CHALLENGES

Self-regulation is a constant work-in-progress and room for improvement will always exist. While big advertisers in the country, including HUL and P&G, have their own guidelines that are in compliance with ASCI's codes and are also more accessible, many of the lesser known advertisers, mostly in the education space are difficult to track down. Even with the resources of the CCC and the Board it is still difficult to track down lesser known advertisers and that is one key challenge we are working towards.



ASCI's advisory to celebrities

By Raju Vernekar

The Advertising Standards Council of India (ASCI) is urging celebrities to be more responsible while endorsing advertisements, asking them to refrain from doing the same without verifying content of the ads.

"As per the fresh guidelines of the ASCI, the celebrities are those who figure in the list of celebrities released by Forbes India Magazine, Times or those who charge more than Rs 20 lakh as compensation. All actors and actress do fall in the category of celebrities under ASCI," Secretary General Shweta Purandare said adding, "A general advisory will be sent to



Abanti Sankarnarayan, Chairperson, ASCI

on the lowest ladder. The data is: Print 1509 ads (64.13 per

radio 8 (0.33 per cent).

In 2016-17, ASCI' consumer complaint cell, comprising members drawn from civil society ment... ing consu... lawyers, doct... ists deliberat... plaints against advertisements complaints on ... tisements were u... 454 were not uph...

The ASCI has r... nificant increase i... ber of complaints ... compared to the ... 1,389 in 2015... ASCI's the Nati... tisement Monito... (NAMS) restart... 2016. ASCI has ... referring adverti...

vertising of High Fat Sugar and Salt (HFSS) food... Sugar Sw...

False ayurveda ads to face the heat

TV channels will be penalised for showing promotions of unlicensed products

WIVEAT SUSAN PINTO
Mumbai, 15 July

The Information and Broadcasting (I&B) Ministry has, in a strongly worded advisory to television chan... down hard on ... periodic...

STERN WARNING

- Information and Broadcasting Ministry issues advisory asking TV channels not to telecast misleading ayurvedic, herbal or homoeopathic ads
- Most channels carry advertorials these products during

ASCI on AYUSH's surveillance panel

To make recommendations for regulatory actio... against misleading advertisements

...y A Staff Reporter

...he Union Ministry of Ayurveda, Yoga and ...uropathy, Unani, Siddha ... Homoeopathy (AYUSH) ...et up a committee to re...

centres for surveillance a... control of misleading adv... tisements of Ayurved, Sido... and Unani (ASU) and H dru...

The Advertising Standa... Council of India (ASCI) is c... of the seven members co...

ASCI bans over 140 misleading ads

By Raju Vernekar

The Advertising Standards Council of India (ASCI), which monitored advertisements through the National Advertisement Monitoring Services (NAMS) and the Union Department of Consumer Affairs' Grievances against Misleading Advertisements (GAMA) portal, has objected to 148 misleading advertisements out of 219.

The advertisements objected to, include 69 advertisements related to healthcare, 68 to the educational sector, 5 belonged to the food & beverages category, 1 belonged to personal care, with 5 related to other categories.

Healthcare: The ad for 'Glucomeck Ayurvedic' (Meck Pharmaceuticals and Chemicals) that claims "Those having difficulty in walking can also run," was found to be misleading since

Similarly the claim "Lose up to seven centimetres in one session (weight loss around tummy)" by 'Perfect Point', was not substantiated with clinical evidence. Also the claim of "High Success Rate" by Evaa Fertility and Gynaecology Centre (Chandigarh) was misleading by ambiguity.



visuals of actor Akshay Kumar was said to be misleading. Similarly, the ad by Reckitt Benckiser (India) claiming that its 'Veet Wax Strips' "removes the shortest of hair that salon wax cannot" was misleading. Claims made by Lotus Herbals' 'Amrit 55 – Herbal Lip Therapy for Pink Lips', which guarantees to make black lips pink like before within 7 days, was also found to be misleading.

Food and Beverage: The claim by Synthite Industries offering 'Kitchen Treasures

jurious to health." Also Gods Own Food Solutions (Ernakulam, Kerala), offering to "reduce stomach and weight" through 'Jackfruit 365' (green Jackfruit flour) was inadequately substantiated.

Education: The ad by 'Yunus Balluwala (Ahmedabad) claiming to teach 'Liza Handwriting and Calligraphy Course' in only 5 days was unsubstantiated and misleading. Also, the ad by the 'Manav Rachna Educational Institutions' having branches at Faridabad, Lucknow, Gurgaon and Noida, that it offered "1600+ placements in the last academic year and had students from 17 countries was unsubstantiated.

Satellite Education Private Limited (Delhi), that it was "India's Largest IAS Coaching Network", was not substantiated with any market survey. The claim by Saraswati Educational & Cultural Society – IPSR Group of Institutions (UP), that it was the "1st ranked institute for pharmacy and management guaranteeing 100 per cent placement," was also found to be unsubstantiated.

In the other ads category, the visual of a rider and pillion rider on a two-wheeler without helmet, shown in the HPCL advertisement, was

found to be in violation traffic rules. The ad by I... ode Fashions (Delhi) was found to be in violation the same.

The ad claiming it t... "India's biggest digital ... network" by ARG Ou... Media Asianet News (Re... licworld.com) was also fo... to be unsubstantiated ... out verifiable compar... data. Similarly the adve... ment's claiming it to be ... realtor in Vishakha... "Most trusted realtor in S... India" by the Peram G... (Visakhapatnam) was fo... to unsubstantiated.

FEEDBACK@AFTERNOONDC.IN

Dec.17: TALL TALK

NOV 10 | POSTED BY CERC India | POSTED IN 2017, CONSUMER ALERT - (GS), December

Lotus Herbals Safe Sun: At face value?



The print advertisement of Lotus Herbals S... tested" (to prove it wasn't greasy), "easily ... What did the name "Safe Sun" imply? Th... independent studies. Moreover, the advt c... sunscreen'. We complained to the Grieva... portal.

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ASCI welcomes MIB'S recent advisory on airing of condom ads

ADVERTISING
DEC 18, 2017

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RELATED ITEMS: A SCI | MIB | CONDOM ADS | SHWETA PURANDARE



ASCI's Consumer Complaints Council (CCC) in recent times has received a slew of complaints against the condom advertisements with explicit adult content being aired during family viewing hours, requesting ASCI to declare a ban on these advertisements. However, ASCI has not upheld these complaints seeking a ban on such advertisements as the condom advertisements are promoting product usage which plays a significant role in curtailment of sexually transmitted diseases and has a larger public service cause.

At the same time, ASCI does empathize with the consumers' grievance that some of the condom advertisements are detrimental to the children's sensibilities as they focus on sensationalising the act and play heavily on sexual content to grab eyeballs rather than being educative, informative and focused on the benefits of condom usage for audience of all age groups.

However ASCI, being a body self-regulating advertising content, has no remit over advertising placement in media. Taking all perspectives into consideration,

'Claiming magical cure on label or in ads an offence'

▶From P 1

Kailasam said: "A case was booked against Jagat Pharma in 2016 and the firm was convicted recently. Selling the drug with a licence is not an offence, but the claim of such magical cure on label or advertisement is an offence. The label claimed that Isotine Eye

In another case, 14th ACM... Court at Nampally has convicted BM Pharmace... ticals represented by Bal... ram Krishna Agarwal und... Section 11 of the Essentia... Commodities Act for selli... drugs at more than the prescribed price



ASCI

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