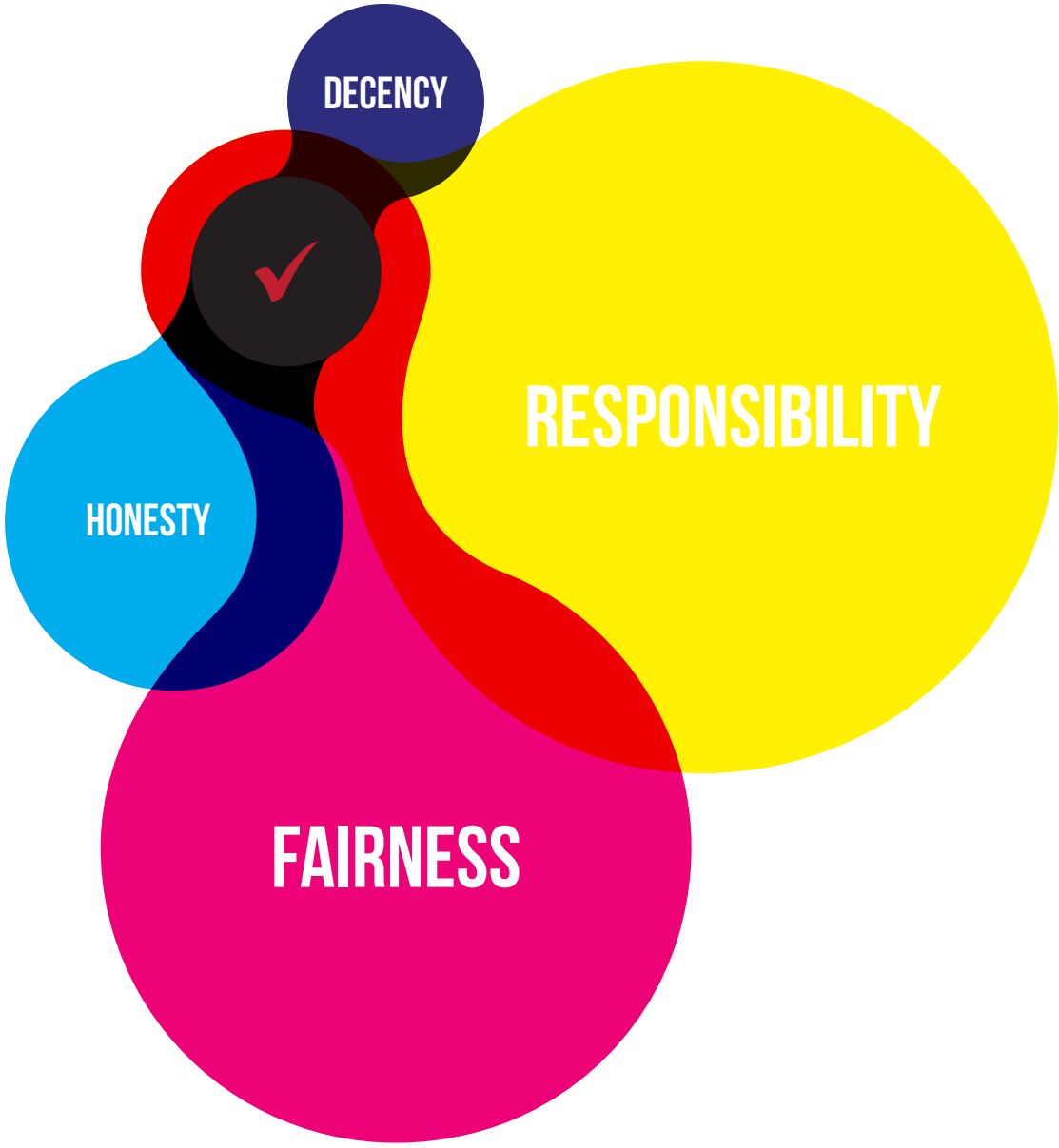


ASCI

The Advertising Standards Council Of India

SO YOU CAN TRUST ADVERTISING

33rd Report & Accounts of 2018-19

Government continues its support towards Self-Regulation in advertising

Renewal of DoCA MoU





The Department of Consumer Affairs (DoCA) – ASCI partnership successfully continues for a fourth term - January 2019

Renewal of AYUSH MoU





ASCI's co-regulation mechanism strengthened as AYUSH renews MoU for a second consecutive year - January 2019

FSSAI visits ASCI





FSSAI's Joint Director Mr. Parveen Jargar visits ASCI office

CONTENTS

Board of Governors.....2

Independent Review Process Panel.....3

Consumer Complaints Council Members.....4

Board Members Attendance.....6

Chairman – Tenure Since Inception.....7

Board of Governors - Tenure Since Inception.....8

CCC Members - Tenure Since Inception 9

List of Members.....10

Board of Governors' Report.....17

CCC Members Attendance.....20

Form No.MGT-9.....21

Form No. AOC-2.....28

Management Discussion and Analysis Report.....29

Independent Auditor's Report.....37

Balance Sheet.....41

Statement of Income & Expenditure.....42

Notes to the Financial Statements.....43

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 400018

P: 24955077 / 24955076 | F: 24955071 | Toll: 1800222724

E: contact@ascionline.org | W: www.ascionline.org

BOARD OF GOVERNORS



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



Mr. Rohit Gupta
Vice Chairman (ASCI)
President - Network Sales &
International Business Sony
Pictures Networks India Pvt. Ltd.



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



Mr. Girish Agarwal
Director
Dainik Bhaskar Group



Mr. Vikas Agnihotri
Country Director India Sales
Google India Pvt. Ltd.



Mr. Prasun Basu
President - South Asia
Nielsen (India) Pvt. Ltd.



Mr. Harish Bhat
Director
Tata Global Beverages Ltd.



Mr. Madhusudan Gopalan
CEO
Procter & Gamble Hygiene and
Health Care Ltd.



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



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



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



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



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



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

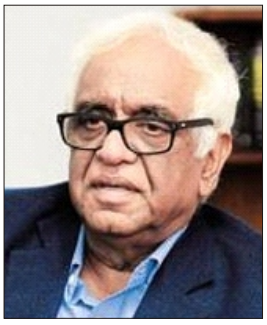


Mr. Umesh Shrikhande
CEO
Taproot India Communication
Pvt. Ltd.



Mr. Sivakumar Sundaram
President Revenue
Bennett Coleman & Company 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



Justice Nishita Mhatre (Retd.)
Former Acting Chief Justice
Calcutta High Court



Justice Anand Vasant Nirgude (Retd.)
Former Judge
Bombay High Court

CONSUMER COMPLAINTS COUNCIL MEMBERS



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



Mr. Arun Anant (a)
Director
Incvalue Advisors Pvt. Ltd.
Mumbai



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



Dr. Narendra Bhatt
Ayurvedic Consultant &
Researcher, Mumbai



Mr. Jehangir Gai
Senior Journalist/Consumer Activist,
Mumbai



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



Mr. Rajeev John (b)
Head of Marketing
Dabur India Limited
Ghaziabad



Ms. Manisha Kapoor
Consultant
Future Brands Ltd.
Mumbai



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



Mr. Aseem Kaushik (c)
Director, Consumer Products
Division
L'Oreal India Pvt. Ltd. Mumbai



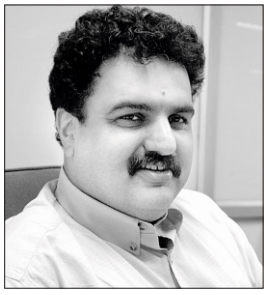
Mr. Rajiv Kental
President Marketing
Amar Ujala Publications Ltd.
Noida



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



Dr. Vaibhav Kulkarni
Director Regulatory Affairs
Abbott Healthcare Pvt. Ltd.
Mumbai



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



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



Mrs. Vinita Dang Mohoni
Business & Marketing Strategy
Consultant
Pune

(a) w.e.f. 6/2018
(b) w.e.f. 1/2019
(c) w.e.f 3/2019



Mr. Burjor D. Nariman (d)
Proprietor
Nariman and Associates
Company Secretaries, Mumbai



Ms. Hephzibah Pathak
President
Ogilvy & Mather Pvt. Ltd.
Mumbai



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



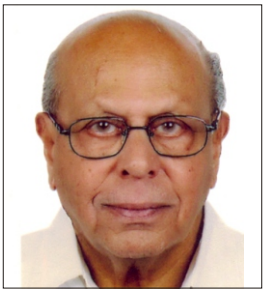
Dr. Archana Sabnis (e)
MedicoLegal and Consumer Law Consultant Practising at State and National Consumer Disputes Redressal Commissions, Mumbai



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



Mr. Sanjay Singal
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 Vasudeva Yadav
President, Consumer Strategy & Innovation
Star India Pvt. Ltd.
Mumbai

(d) w.e.f 9/2018
(e) w.e.f 8/2018

BOARD MEMBERS ATTENDANCE

Attendance of the members of the Board of Governors of The Advertising Standards Council of India at Board Meetings from 376th meeting held on 10th May, 2018 to the 382nd meeting held on 14th March, 2019 (7 Meetings held)

Name of Member		Meeting Applicable	Meeting Attended
Mr. D. Shivakumar		07	03
Mr. Sandeep Kohli		07	06
Mr. Harish Bhat		07	03
Mr. Al Rajwani	(a)	01	01
Mr. Madhusudan Gopalan	(b)	05	03
Mr. Benoy Roychowdhury	(c)	01	00
Mr. Raj Jain	(d)	00	00
Mr. Rohit Gupta		07	03
Mr. Girish Agarwal	(e)	05	01
Mr. Vikas Agnihotri	(f)	05	05
Mr. Sam Singh	(g)	00	00
Mr. Sivakumar Sundaram	(h)	05	03
Mr. Subhash Kamath		07	04
Mr. Shashidhar Sinha		07	03
Mr. Sunil Lulla	(i)	00	00
Mr. K.V. Sridhar		07	03
Mr. Umesh Shrikhande	(j)	05	04
Ms. Abanti Sankaranarayanan		07	05
Prof. S.K. Palekar		07	04
Mr. N.S. Rajan		07	06
Mr. Prashant Singh	(k)	02	02
Mr. Prasun Basu	(l)	05	05

(a) Resigned 6/2018
(b) w.e.f. 9/2018
(c) Resigned 6/2018
(d) Resigned 5/2018
(e) w.e.f. 9/2018
(f) w.e.f. 9/2018
(g) Resigned 5/2018
(h) w.e.f. 9/2018
(i) Resigned 4/2018
(j) w.e.f. 9/2018
(k) Resigned 7/2018
(l) w.e.f. 9/2018

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
2018-19	D. Shivakumar

BOARD OF GOVERNORS – TENURE SINCE INCEPTION OF ASCI (1985)

Adhikari Arun	5/2000	-	2/06
Agarwal Rajiv	9/95	-	9/97
Agarwal Girish	9/18	-	
Agnihotri Vikas	9/18	-	
Ansari Tarique	2/93	-	3/95
Ambwani Narendra	7/07	-	9/17
Anandan Rajan	9/11	-	8/16
Bajpai Dev	7/16	-	7/17
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
Basu Prasun	9/18	-	
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
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
Gopalan Madhusudan	9/18	-	
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	-	5/18
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	-	4/18
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	-	6/18
Rakshit Goutam	9/95	-	9/98
-Do-	3/99	-	9/05
Rakshit Partha	7/05	-	7/15
Roychowdhury Benoy	2/11	-	6/18
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
Shrikhande Umesh	9/18	-	
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	-	7/18
Singh Sam	12/17	-	5/18
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
Sundaram Sivakumar	9/18	-	
Swamy R.K.	1988	-	3/92
Swamy Srinivasan K.	9/06	-	9/17
Syed Munawar	1988	-	1/91
Tandan Atul	3/94	-	8/96
Tarneja Ram	10/85	-	6/90
Upadhyaya Mukul	10/85	-	4/97
Vasudeva Brahm	10/85	-	7/95
Venkat I.	9/06	-	8/16
Vittal Gopal	7/08	-	3/12

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

Agarwal Rajiv	9/90	-	7/95
-Do-	7/99	-	12/01 & 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
Anant Arun	6/18	-	
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	-	3/19
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
John Rajeev	1/19	-	
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	-	5/18
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	-	
Kaushik Aseem	3/19	-	
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	-	5/18
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 Kumar	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	-	8/18
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
Nariman Burjor	9/18	-	
Nayak Raj	2/02	-	12/02
Palekar S.K.	4/05	-	3/13
Pandyan Chella	3/18	-	3/19
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	-	12/18
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
Sabnis Archana	8/18	-	
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 31ST MARCH, 2019

CATEGORY A - ADVERTISERS

1. Aachi Masala Foods Pvt. Limited
2. Abbott Healthcare Pvt. Limited
3. Aditya Birla Management Corporation Pvt. Limited
4. Aditya Birla Sun Life Insurance Company Limited
5. Aditya Birla Sun Life Asset Management Company Limited
6. Agro Tech Foods Limited
7. Akbarallys
8. Allied Blenders & Distillers Pvt. Limited
9. ALT Digital Media Entertainment Limited
10. Amara Raja Batteries Limited
11. Ambuja Cements Limited
12. Anchor Electricals Pvt. Limited
13. Anjali Mukerjee Health Total
14. Apeejay Education Society
15. Apollo Hospitals Enterprise Limited
16. Apollo Tyres Limited
17. Aptech Limited
18. Ashok Leyland Limited
19. Asian Paints (India) Limited
20. Bacardi India Pvt. Limited
21. Bajaj Auto Limited
22. Bajaj Consumer Care Limited
23. Bajaj Electricals Limited
24. Beam Global Spirits & Wine (I) Pvt. Limited
25. Berger Paints India Limited
26. Bharat Petroleum Corporation Limited
27. Bharti Airtel Limited
28. BIC Cello (India) Pvt. Limited
29. BigBrother Nutra Care Pvt. Limited
30. Britannia Industries Limited
31. Cadila Health Care Limited
32. Cargill India Pvt. Limited
33. Castrol India Limited
34. Cavinkare Pvt. Limited
35. Ceat Limited
36. Cipla Health Limited
37. Coca-Cola India Pvt. Limited
38. Colgate-Palmolive (India) Limited
39. Colorbar Cosmetics Pvt. Limited
40. Crompton Greaves Consumer Electricals Limited
41. Dabur India Limited
42. DBS Bank Limited
43. Delta Faucet Company India Pvt. Limited
44. Dharampal Satyapal Limited

45. Dream11 Fantasy Pvt. Limited
46. DSM India Private Limited
47. Eicher Motors Limited
48. Elica PB India Pvt. Limited
49. Eureka Forbes Limited
50. Exide Life Insurance Company Limited
51. Ford India Pvt. Limited
52. G.M. Pens International Pvt. Limited
53. Gemini Edibles & Fats India Pvt. Limited
54. General Mills India Pvt. Limited
55. GlaxoSmithKline Consumer Healthcare Limited
56. GlaxoSmithKline Pharmaceuticals Limited
57. Glenmark Pharmaceuticals Limited
58. Global Consumer Products Pvt. Limited
59. Godfrey Phillips (I) Limited
60. Godrej & Boyce Manufacturing Company Limited
61. Godrej Consumer Products Limited
62. Hardcastle Restaurants Pvt. Limited
63. Hawkins Cookers Limited
64. HCL Corporation Pvt. Limited
65. HDFC Bank Limited
66. HDFC Life Insurance Company Limited
67. Heinz India Pvt. Limited
68. Hero MotoCorp Limited
69. Hershey India Pvt. Limited
70. Hindalco Industries Limited
71. Hindustan Pencils Pvt. Limited
72. Hindustan Unilever Limited
73. Honda Motorcycle & Scooter India Pvt. Limited
74. Honda Siel Power Products Limited
75. Housing Development Finance Corporation Limited
76. Huawei Telecommunications (India) Company Pvt. Limited
77. Hygienic Research Institute Pvt. Limited
78. ICFAI Group
79. ICICI Bank Limited
80. ICICI Prudential Life Insurance Company Limited
81. INBISCO India Pvt. Limited
82. Indian Oil Corporation Limited
83. Indofil Industries Limited
84. ITC Limited
85. J.G. Hosiery Pvt. Limited
86. J.K. Helene Curtis Limited
87. J.K. Tyre & Industries Limited
88. Jet Airways (India) Limited
89. Johnson & Johnson Limited
90. Jubilant Foodworks Limited
91. Jyothy Laboratories Limited

92. Kamdhenu Limited
93. Kansai Nerolac Paints Limited
94. Kellogg India Pvt. Limited
95. Keya Seth's Ayurvedic Solution
96. Kimberly-Clark India Pvt. Limited
97. Kokuyo Camlin Limited
98. Kotak Mahindra Bank Limited
99. Leeford Healthcare Limited
100. Life Insurance Corporation of India
101. L'Oreal India Pvt. Limited
102. Lupin Limited
103. Lyla Blanc Pvt. Limited
104. Madura Fashion & Lifestyle
105. Mahindra & Mahindra Limited
106. Marico Limited
107. Mars Wrigley Confectionery
108. Maruti Suzuki India Limited
109. Max Bupa Health Insurance Company Limited
110. McNROE Consumer Products Pvt. Limited
111. Merck Limited
112. Micromax Informatics Limited
113. Modi Naturals Limited
114. Mondelez India Foods Pvt. Limited
115. MRF Limited
116. MTR Foods Pvt. Limited
117. Multani Pharmaceuticals Limited
118. Naaptol Online Shopping Pvt. Limited
119. Narang Group
120. Nestle India Limited
121. Nirma Limited
122. Nivea India Pvt. Limited
123. Nutricia International Pvt. Limited
124. Olefia Biopharma Limited
125. One97 Communications Limited (Paytm)
126. Parle Products Pvt. Limited
127. PepsiCo India Holdings Pvt. Limited
128. Perfetti Van Melle India Pvt. Limited
129. Pernod Ricard India Pvt. Limited
130. Pfizer Limited
131. Philips India Limited
132. PhonePe Pvt. Limited
133. Pidilite Industries Limited
134. Piramal Enterprises Limited
135. Polycab India Limited
136. Procter & Gamble Hygiene & Health Care Limited
137. Reckitt Benckiser Healthcare India Pvt. Limited
138. Reckitt Benckiser India Pvt. Limited
139. Red Bull India Pvt. Limited
140. Reliance Industries Limited
141. RSH Global Pvt. Limited

142. RSPL Limited
143. S.C. Johnson Products Pvt. Limited
144. Samco Securities Limited
145. Sanjeevan Netralaya
146. Sat Kartar Shopping Pvt. Limited
147. Shyam Steel Industries Limited
148. Standard Chartered Bank
149. Tata Chemicals Limited
150. Tata Global Beverages Limited
151. Tata Motors Limited
152. Tata Services Limited
153. Tata Steel Limited
154. Tele Trade Shopping Sky Shop
155. The Himalaya Drug Company
156. The Hongkong & Shanghai Banking Corporation Limited
157. The Ramco Cements Limited
158. Thomas Cook India Limited
159. Titan Company Limited
160. Total Oil India Pvt. Limited
161. Toyota Kirloskar Motor Pvt. Limited
162. Triumphant Institute of Management Education Pvt. Limited
163. TTK Healthcare Limited
164. TTK Prestige Limited
165. TVS Motors Company Limited
166. United Biscuits Pvt. Limited
167. United Spirits Limited
168. Vcare Herbal Concepts Pvt. Limited
169. VIP Industries Limited
170. VLCC Health Care Limited
171. Volkswagen Group Sales India Pvt. Limited
172. Voltas Limited
173. VST Industries Limited
174. WeikField Foods Pvt. Limited
175. Whirlpool of India Limited
176. Wipro Enterprises Pvt. Limited
177. WWS Skyshop Pvt. Limited
178. YES Bank Limited

CATEGORY B - MEDIA ORGANIZATION

1. ABP News Network Pvt. Limited
2. Adsert Web Solutions Pvt. Limited
3. Amar Ujala Publications Limited
4. ARG Outlier Media Asianet News Pvt. Limited
5. Bennett Coleman & Company Limited
6. Business Broadcast News Pvt. Limited
7. Business India Publications Limited
8. Business Standard Pvt. Limited
9. Chitralekha
10. Dainik Bhaskar Group

11. Discovery Communications India
12. Disney Broadcasting (India) Limited
13. Divya Broadcasting Network Pvt. Limited
14. Eenadu
15. Entertainment Network (India) Limited
16. Google India Pvt. Limited
17. Hari Bhoomi Communications Pvt. Limited
18. HT Media Limited
19. Independent News Service Pvt. Limited
20. Living Media India Limited
21. Malayala Manorama Company Limited
22. Paul E Commerce Pvt. Limited
23. Radio Mango
24. Rajasthan Patrika Pvt. Limited
25. Reliance Broadcast Network Limited
26. Sakal Media Pvt. Limited
27. Sony Pictures Networks India Pvt. Limited
28. Star India Pvt. Limited
29. TETE Enterprises (P) Limited
30. The Mathrubhumi Printing & Publishing Company Ltd.
31. The Printer (Mysore) Limited
32. THG Publishing Pvt. Limited
33. Times Global Broadcasting Company Limited
34. Turner International India Pvt. Limited
35. TV18 Broadcast Limited
36. Viacom18 Media Pvt. Limited
37. Zee Entertainment Enterprises Limited

CATEGORY C - ADVERTISING AGENCY

1. Adcircle Pvt. Limited
2. Adfactors Advertising
3. Adsyndicate Services Pvt. Limited
4. Adwit (India) Pvt. Limited
5. Akar Advertising & Marketing Pvt. Limited
6. Akshara Advertising Limited
7. Alaknanda Advertising Pvt. Limited
8. Angle Advertising
9. Apex Advertising
10. Associated Advertising Pvt. Limited
11. Astral Advertising & Marketing India Pvt. Limited
12. Bates India Pvt. Limited
13. BBDO India Pvt. Limited
14. BBH Communications India Pvt. Limited
15. Bhavya Publicity
16. Bidhan Advertising & Marketing Pvt. Limited
17. Centum Advertising & Marketing Pvt. Limited
18. Cheil India Pvt. Limited
19. Coastal Ads
20. Concept Communication Limited
21. Contract Advertising (I) Pvt. Limited
22. Crayons Advertising Pvt. Limited
23. Curry-Nation Brand Conversations Pvt. Limited

24. Cut The Crap
25. daCunha Communications Pvt. Limited
26. DDB Mudra Pvt. Limited
27. Degree 360 Solutions Pvt. Limited
28. Dentsu Aegis Network Communications India Pvt. Limited
29. Dentsu India Pvt. Limited
30. Dentsu One Pvt. Limited
31. Disha Communications Pvt. Ltd.
32. Divine Advertising & Promotion
33. Enthrall Communications Pvt. Limited
34. Everest Brand Solutions Pvt. Limited
35. FCBInterface Communications Pvt. Limited
36. FCBUlka Advertising Pvt. Limited
37. Goldmine Advertising Limited
38. Green FMC Advertising Pvt. Limited
39. Grey Worldwide (India) Pvt. Limited
40. Group M Media India Pvt. Limited
41. Havas Worldwide India Pvt. Limited
42. HTA Marketing Services Pvt. Limited
43. Hyper Collective Creative Technologies Pvt. Limited
44. Indo Aryan Publicity
45. Inter Publicity Pvt. Limited
46. J Walter Thompson
47. Kautilya Multicreation Pvt. Limited
48. Lalit Advertising
49. Law & Kenneth Saatchi & Saatchi Pvt. Limited
50. Leo Burnett
51. Lintas India Pvt. Limited
52. MAA Communications Limited
53. Madison Communications Pvt. Limited
54. Manipal Advertising Services Pvt. Limited
55. McCann-Erickson (I) Pvt. Limited
56. Mediabrands India Pvt. Limited
57. Mediacom Communications Pvt. Limited
58. Mercantile Advertising
59. Metieta Advertising Pvt. Limited
60. Mullen Lintas Pvt. Limited
61. MX Advertising Pvt. Limited
62. My Arkay Communication Solution Pvt. Limited
63. Navnitlal & Company
64. Network Advertising Pvt. Limited
65. Newfields Advertising Pvt. Limited
66. Odigos Technologies Pvt. Limited
67. Ogilvy & Mather Pvt. Limited
68. One Advertising & Communication Services Limited
69. Pamm Advertising & Marketing
70. Paramin Advertising & Marketing Associates
71. Percept H Pvt. Limited
72. PointNine Lintas Pvt. Limited
73. Prachar Communications Pvt. Limited
74. Prem Associates Advertising & Marketing
75. Pressman Advertising Limited

76. Publicis Communications Pvt. Limited
77. Purnima Advertising Agency Pvt. Limited
78. R.D. Advertising Pvt. Limited
79. R.K.Swamy BBDO Pvt. Limited
80. Raka Reputation Management Services Pvt. Limited
81. Ratan Batra Pvt. Limited
82. Rediffusion Brand Solutions Pvt. Limited
83. Saatchi & Saatchi Pvt. Limited
84. Saffron Communications Pvt. Limited
85. Sai Advertisers
86. Seasons Advertising Associates
87. Shutters Advertising Services
88. Snappers Advertising & Marketing Pvt. Limited
89. Sobhagya Advertising Service
90. Span Communications
91. Srishti Sanchar Advertising
92. Standard Publicity Pvt. Limited
93. Sunflower Marketing & Advertising
94. Sunjeet Communications Pvt. Limited
95. Surya Adsystems Pvt. Limited
96. Swift Intermedia Convergence Pvt. Limited
97. Taproot India Communication Pvt. Limited
98. TBWA India Pvt. Limited
99. The Flagship Advertising Pvt. Limited
100. Touchstone Advertising & Marketing Services
101. Triton Communications Pvt. Limited
102. Ventures Advertising Pvt. Limited
103. XEBEC Communications Pvt. Limited

CATEGORY D - ALLIED PROFESSIONS

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

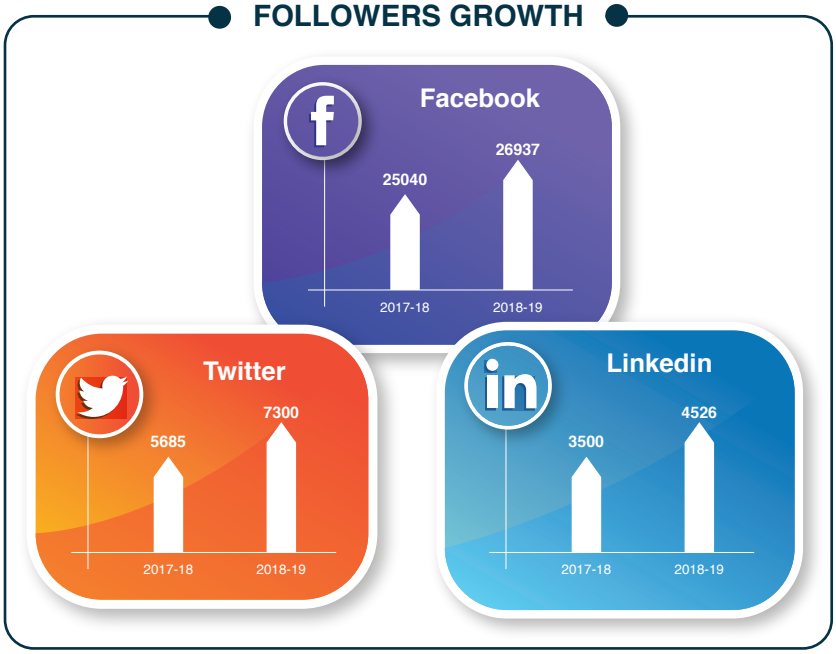
SOCIAL MEDIA HIGHLIGHTS

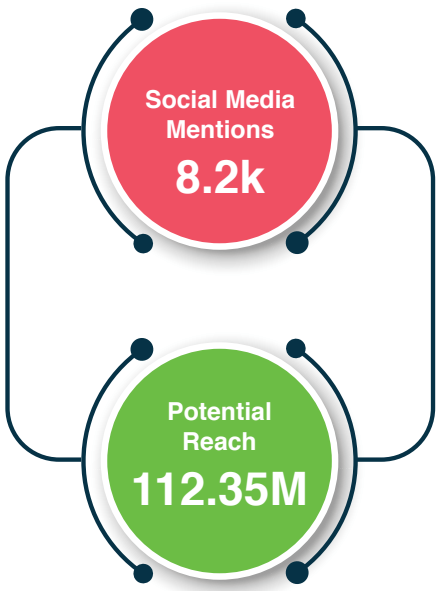






FOLLOWERS GROWTH















ASCI Features in Parliament Questions

Advertising Standards Council of India
Published by Shrinivas Kumar [?] · 8 January ·

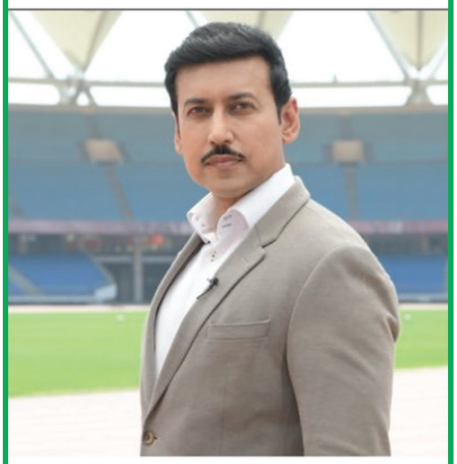
MoS (IC) Ministry of Information & Broadcasting, Government of India, Rajyavardhan Rathore says that one of the mechanisms to address the issue of #misleading #advertisements is ASCI.
https://bit.ly/2TvnAVu



Colonel Rajyavardhan Rathore
Ministry of State – Information and Broadcasting

Advertising Standards Council of India
Published by Deepa Bala [?] · 28 December 2018 ·

ASCI's presence on #DigitalMedia and efforts to increase consumer awareness on #Ads acknowledged by MoS Rajyavardhan Rathore during Lok Sabha session.
https://bit.ly/2rOfyuX
Ministry of Information & Broadcasting, Government of India #advertising



Colonel Rajyavardhan Rathore
Minister of State - Information and Broadcasting

Advertising Standards Council of India
Published by Deepa Bala [?] · 18 January ·

MoS, Rajyavardhan Rathore stated that the Consumer Complaints Council (CCC) of ASCI consider complaints with respect to the screening of objectionable #content in #advertisements (03/01/2019) during #LokSabha Session
https://ascionline.org/images/pdf/au3867.pdf
Ministry of Information & Broadcasting, Government of India



Advertising Standards Council of India
Published by Advertising Standards Council [?] · 16 April 2018 ·

Advertising Standards Council of India part of Ayush panel to check misleading drug ads
READ DNA India https://bit.ly/2HCDoRD
Ministry of AYUSH, Government of India
Department of Consumer Affairs, Government of India
Ministry Of Health and Family Welfare



Advertising Standards Council of India
Published by Shrinivas Kumar [?] · 13 February ·

MoS Ministry of AYUSH, Government of India, Shripad Naik provides details of state wise and company wise statement of 308 complaints pertaining #Misleading #Advertisement over 2016-2018 in response to a parliament question. https://bit.ly/2UVoIIR
#Ayurveda



Shri Shripad Y Naik – Ministry of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy (AYUSH)

Advertising Standards Council of India
Published by Shrinivas Kumar [?] · 15 February ·

MoS - Ministry of Health and Family Welfare, Government of India Ashwini Kumar Choubey highlights role of ASCI, in response to Rajya Sabha question on misleading ads on #food products, February 12, 2019. Read at: https://bit.ly/2EcUtSe
Food Safety and Standards Authority of India Ashwini Choubey



Ashwini Kumar Choubey
Ministry of Health & Family Welfare

Advertising Standards Council of India
Published by Deepa Bala [?] · 27 December 2018 ·

MoS, C R Chaudhary updates the action taken by State Regulator on #Misleading #Ads of AYUSH, flagged by ASCI Lok Sabha session.
https://bit.ly/2EGuO55
Department of Consumer Affairs, Government of India
Ministry of AYUSH, Government of India
#Ayurveda #homeopathy #unani #herbal



Shri C R Chaudhary
Ministry of Consumer Affairs, Food and Public Distribution

BOARD OF GOVERNORS' REPORT

Dear Members,

Your Board of Governors present the 33rd Annual Report of the Advertising Standards Council of India along with the audited Financial Statements for the year ended 31st March, 2019.

Financial Highlights:

The highlights of your Company's financial results for the year ended 31st March, 2019 are as follows:

Particulars	Financial year ended 31st March 2019 ₹	Financial year ended 31st March 2018 ₹
Revenue from Operations and Other Income	50,986,709	45,330,338
Surplus before Depreciation and Extraordinary item	12,600,150	13,188,529
Less: Depreciation	(347,821)	(498,859)
Surplus before Extraordinary item	12,252,329	12,689,670
Add: Extraordinary Item	-	14,948,907
Surplus for the year	**12,252,329**	**27,638,577**

Operational Review:
For the financial year ended 31st March, 2019, Revenue from Operations and Other Income was ₹50,986,709/- (Rupees fifty million nine hundred eighty six thousand seven hundred nine only) represents an increase of 12% over the previous year's revenue of ₹45,330,338/-(Rupees forty five million three hundred thirty thousand three hundred thirty eight only). Revenue from Operations and Other Income for the current year is higher than the previous year mainly due to increase in Membership Subscription Fee.

Your Company has earned a Surplus of ₹12,252,329/- (Rupees twelve million two hundred fifty two thousand three hundred twenty nine only) as compared to the previous year surplus of ₹27,638,577/- (Rupees twenty seven million six hundred thirty eight thousand five hundred seventy seven only). The previous year's surplus was arrived at after a credit of ₹14,948,907/- (Rupees fourteen million nine hundred forty eight thousand nine hundred seven only) in respect of the Extraordinary item viz., profit on sale of assets.

Dividend:
The Company being a Section 8 Company, provision relating to the payment of dividend is not applicable.

Share Capital:
The Company is registered as 'Company Limited by Guarantee' hence there is no share capital of the company.

Meetings of the Board of Governors:
The Board of Governors met 7 times during the Financial Year 2018-19.

Board of Governors and Key Managerial Personnel (KMP):
During the financial year, Mr. Raj Jain tendered his resignation with effect from 4th May, 2018, Mr. Sunil Lulla resigned with effect from 7th May, 2018, Mr. Sam Singh resigned with effect from 8th May, 2018, Mr. Benoy Roychowdhury resigned with effect from 11th June, 2018, Mr. Al Rajwani resigned with effect from 1st July, 2018 and Mr. Prashant Singh resigned with effect from 12th July, 2018.
Mr. Sivakumar Sundaram, Mr. Umesh Shrikhande, Mr. Vikas Agnihotri, Mr. Girish Agarwal, Mr. Madhusudhan Gopalan and Mr. Prasun Basu were appointed to fill the vacancies on 12th July, 2018.

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:

Mr. D. Shivakumar	Mr. Madhusudan Gopalan	Mr. Girish Agarwal	Mr. Vikas Agnihotri
Mr. Umesh Shrikhande	Mr. Shashidhar Sinha	Mr. Prasun Basu	Mr. N.S. Rajan

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 between the end of the financial year to which this financial statement relates and to the date of this report.

Details of Subsidiaries/Joint Ventures/Associate Companies:
The Company does not have any Subsidiaries /Joint Venture / Associate Companies.

Details in Respect of Adequacy of Internal Financial Controls with Reference to the Financial Statements:
The Company has adequate system of internal controls, to ensure that all assets are safeguarded and protected against loss from unauthorized use and procedures commensurate with the size and nature of organization. The Company continuously upgrades its systems in line with the best availability practices. These systems are supported by periodical reviews by the management and standard policies and guidelines to ensure that financial and other records are prepared accurately.

Loans, Guarantees and Investments:
The Company has not given any Loans or Guarantee nor made Investments in violation of section 186 of the Companies Act, 2013 for the financial year ended 31st March, 2019.

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 2019 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 your Company has spent foreign exchange amounting €3,000 equivalent to Rs.2,41,067/- which was paid towards membership fee of the International Council for Ad Self-Regulation (ICAS), Belgium.
There were no Foreign Currency Earnings during the financial year ended 31st March 2019.

Deposits:
During the financial year ended on 31st March, 2019 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 on 31st March, 2019, no significant and material orders have been passed by the regulators, courts and 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 entered into contract/arrangement/transaction with related parties which are specified under the provisions of the Section 188(1) of the Companies Act, 2013.

Form AOC - 2 pursuant to Section 134 (3) (h) of the Companies Act, 2013 read with Rule 8(2) of the Companies (Accounts) Rules, 2014 is set out in the **Annexure III** to this report.

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 note 22 forming part of the Financial Statements which states 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.

Prevention of Sexual Harassment at Workplace:
Your Company has a policy on prevention of sexual harassment based on The Sexual Harassment of Woman at Workplace (Prevention, Prohibition & Redressal) Act 2013 to ensure harassment free workspace for the employees. Sexual harassment cases are dealt as per the prevention of sexual harassment policy. An Internal Complaints Committee (ICC) has been set up by the Company to redress complaints received regarding sexual harassment. This policy is applicable to all its employees (permanent, contractual, temporary and trainees).

The following is a summary of sexual harassment complaints received and disposed off during financial year 2018 -19.

- No. of complaints received : Nil
- No. of complaints disposed off : Nil

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

Auditors:
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 2022-23. They have confirmed that they are not disqualified from continuing as Auditors of the Company.

Statutory Auditors' Report and frauds reported, if any:
The Statutory Auditors' Report to the Members on the Accounts of the Company for the Financial Year ended 31st March 2019 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, 2019, 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, 2019 and of the income of the Company for the year ended on that date;
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.

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 with certain provisions of the Secretarial Standards.

Acknowledgements:
Your Board of Governors wishes to thank the employees of the Company for their exemplary dedication and valued contribution.Your Board would like to express their grateful appreciation for the co-operation, assistance and support extended by all the valuable stakeholders of the Company viz. vendors, banks and other stakeholders, 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

	Rohit Gupta	**Shashidhar Sinha**	**Subhash Kamath**
Date: 11th July, 2019	**Vice Chairman**	**Member**	**Member**
Place: Mumbai	**DIN: 06955667**	**DIN:00953796**	**DIN: 01731923**

Annexure - I

Attendance of the members of the Consumer Complaints Council of The Advertising Standards Council of India at CCC Meetings from held on April 2018 To March 2019
(44 Meetings held)

Name of Member		Meetings Applicable	Meetings Attended
Arun Anant	(a)	20	14
Hemant Agarwal		23	9
Jayesh Bellare		23	19
Narendra Bhatt		22	16
Nandita Chalam	(b)	19	07
Jehangir Gai		23	23
Atanu Ghosh		25	22
Rajeev John	(c)	06	02
Prem Kamath	(d)	03	03
Aazmeen Kasad		28	27
Manisha Kapoor		25	12
Rajiv Kental		21	07
Mrinalini Kher		23	17
Vaibhav Kulkarni		24	11
Aseem Kaushik	(e)	01	00
Arvind Mahajan	(f)	03	01
Pradyuman Maheshwari		23	14
Bejon Kumar Misra		24	19
Prabhakar Mundkur	(g)	11	06
Vinita Dang Mohoni		23	07
Burjor N. Nariman	(h)	13	12
Hephzibah Pathak		21	06
Chella Pandyan	(i)	18	02
Suhas H. Pingle		24	09
Kapil Dev Pillai	(j)	16	05
Archana Sabnis	(k)	14	11
Shambhu V. Sista		25	16
Sanjay Singal		21	05
B. Sesikeran		23	03
P. N. Vasanti		22	04
Gayatri Yadav		23	09

(a) w.e.f	6/2018	(g) Resigned	8/2018
(b) Resigned	3/2019	(h) w.e.f.	9/2018
(c) w.e.f.	1/2019	(i) Resigned	3/2019
(d) Retired	5/2018	(j) Resigned	12/2018
(e) w.e.f.	3/2019	(k) w.e.f.	8/2018
(f) Retired	5/2018		

Annexure - II

Form No. MGT-9

Extract of Annual Return

As on the financial year ended on 31.03.2019

[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 :**	Guarantee & Association 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
-	-	-	-

Note 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 as the Company is limited by Guarantee and does not have share capital

i) Category-wise Share Holding

Category of Shareholders	No. of Shares held at the beginning of the year [As on 31-March-2018]				No. of Shares held at the end of the year [As on 31-March-2019]				% 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-2018]				No. of Shares held at the end of the year [As on 31-March-2019]				% Change during the year
	Demat	Physical	Total	% of Total Shares	Demat	Physical	Total	% of Total Shares	
i) Indian	-	-	-	-	-	-	-	-	-
ii) Overseas	-	-	-	-	-	-	-	-	-
b) Individuals									
i) Individual shareholders holding nominal share capital upto Rs. 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 - D R	-	-	-	-	-	-	-	-	-
Sub-total (B)(2):-	-	-	-	-	-	-	-	-	-
Total Public Shareholding (B)=(B)(1)+ (B)(2)	-	-	-	-	-	-	-	-	-
C. Shares held by Custodian for GDRs & ADRs	-	-	-	-	-	-	-	-	-
Grand Total (A+B+C)	-	-	-	-	-	-	-	-	-

(ii) Shareholding of Promoters: (Not Applicable)

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

(iii) Change in Promoters' Shareholding: (Not Applicable)

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): (Not Applicable)

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: (Not Applicable)

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

Date: 11th July, 2019
Place: Mumbai

Rohit Gupta
Vice Chairman
DIN: 06955667

Shashidhar Sinha
Member
DIN:00953796

Subhash Kamath
Member
DIN: 01731923

Annexure III

Form No. AOC-2

(Pursuant to clause (h) of sub-section (3) of section 134 of the Act and Rule 8(2) of the Companies (Account) Rules, 2014)

Form for disclosure of particulars of contracts/arrangements entered into by the Company with related parties referred to in sub-section (1) of section 188 of the Companies Act, 2013 including certain arm's length transactions under third proviso thereto

1. Details of contracts or arrangements or transactions at arm's length basis:

SL. No.	Particulars	Details
a)	Name(s) of the related party & nature of relationship	Ketchum Sampark Private Limited (KSPL). Mr. N.S. Rajan is one of the member of the Board of Governors and he together with his family holds 49% of the shareholding in KSPL. He is also Managing Director and CEO of the KSPL.
b)	Nature of contracts/arrangements/transaction	PR services to be availed for an amount not exceeding Rs.1,00,000/- plus applicable taxes per Month
c)	Duration of the contracts/arrangements/transaction	One Year
d)	Salient terms of the contracts or arrangements or transaction including the value, if any	Amount not exceeding Rs.1,00,000/- plus applicable taxes per Month
e)	Date of approval by the Board	10.05.2018
f)	Amount paid as advances, if any	NIL

2. Details of the material contracts or arrangements or transactions at arm's length basis:
Nil

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

Date: 11th July, 2019
Place: Mumbai

Rohit Gupta
Vice Chairman
DIN: 06955667

Shashidhar Sinha
Member
DIN:00953796

Subhash Kamath
Member
DIN: 01731923

MANAGEMENT DISCUSSION AND ANALYSIS REPORT: 2018-19

We take pleasure in presenting the thirty-third Annual Report of the Advertising Standards Council of India (ASCI), together with the Statement of Accounts for the period 2018-2019.

HIGHLIGHTS OF THE YEAR

ASCI continues to be responsible and responsive to the needs of the consumers, the advertising industry and the regulators. Widening ASCI's membership base is central to the idea of effective self regulation. ASCI continued its focussed efforts towards establishing better compliance in the industry which ultimately results in protecting consumers from misleading advertisements. ASCI's Chairman had set out the following priorities for his term -

1. Increase awareness of ASCI among ordinary consumers
2. Build the ecosystem of ASCI along with various stakeholders – regulators, government, advertisers, advertising agencies and media owners
3. As new things develop, formulate policies for digital medium

We are pleased to inform you that your Council made noteworthy progress on all the three priorities during the year.

1. Increase awareness of ASCI among ordinary consumers

A. ASCI Scroll

One of the momentous milestones in the history of ASCI was in January 2019 when, in support of self-regulation in advertising, the Ministry of Information & Broadcasting (MIB) issued an advisory to all TV broadcasters to carry the ASCI scroll for grievance against objectionable advertisements. The suggested scroll text reads as, ***"Objectionable Ads? Complain to The Advertising Standards Council of India (ASCI) 7710012345 ascionline.org"***. Several prominent TV networks and channels such as DD News, Star Plus, Sony TV, Star Sports, Star Movies, BTVI etc. have been carrying the ASCI scroll regularly. With this, we hope to achieve phenomenal reach and awareness over a period of time. Our member companies i.e. Dainik Bhaskar Group and Amar Ujala, voluntarily carried a similar message in their publications.

As a result of this growing consumer awareness, more and more consumers are reaching the ASCI WhatsApp number and registering a complaint with ASCI has become as easy as sending an SMS and it is free of cost. In the month of March alone, over 900 separate complaints were received for a couple of advertisements.

B. ASCI Codebook In Hindi

A Hindi version of the ASCI's Codebook for self-regulation of advertising content is now available online.

2. Build the ecosystem of ASCI along with various stakeholders (Government, advertisers, others)

ASCI's excellent collaborations with Ministry of Information and Broadcasting (MIB), Department of Consumer Affairs (DoCA), Ministry of AYUSH stand testimony through inclusion of ASCI references in various Questions and Answers during the parliament sessions over the year. ASCI's work received recognition through answers by MIB's MoS, Col. Rajyavardhan Rathore, who updated about various subjects such as ASCI's presence in digital media and its efforts to increase Consumer Awareness, bill to curb misleading advertisements, screening of objectionable contents, misleading advertisements in media, mechanism to monitor misleading advertisements. AYUSH MoS, Shri Shripad Naik, referred to ASCI on topics such as definition on herbal medicine and misleading claims about medicine while DoCA MoS, Shri CR Chaudhary, answered questions regarding misleading advertisements in general. Additionally MoS, Shri Ashwini Kumar Choubey in the Ministry of Health & Family Welfare, highlighted the MoU ASCI had signed with Food Safety Standards Authority of India (FSSAI) for misleading advertisements in the food and beverage sector. The continued mentions in parliament are a testimony to the recognition ASCI commands as the only expert Self-Regulatory Organisation (SRO) looking into objectionable advertisements.

A. Memorandum of Understanding with Regulators

The Department of Consumer Affairs renewed their collaboration with ASCI for a fourth consecutive year by signing a Memorandum of Understanding (MOU).

Parveen Jargar, Joint Director (Regulatory Compliance) FSSAI, visited ASCI to get apprised of the operational elements of complaints processing and expressed his satisfaction that the work has been effectively managed in a cost efficient manner. He concluded that both the organizations need to work in collaboration. Your Council completed its second year of working with FSSAI in February 2019. During

this MOU period, ASCI's independent Consumer Complaints Council (CCC) looked into complaints pertaining to over 300 advertisements in the Food and Beverage sector.

Your Council also completed its second year of working with the Ministry of AYUSH in March 2019. Under this MOU, ASCI's CCC looked into complaints pertaining to 497 advertisements.

Through these MOUs, ASCI was given a mandate to track, monitor and process complaints pertaining to misleading advertisements falling within each regulator's domain and report advertisements in non-compliance to the recommendations of the CCC to the respective regulators. Both these regulators have separately come up with regulations for Advertising and Claims (FSSAI – November 2018) and Prohibition of Advertisements of Ayurvedic, Siddha and Unani medicines (AYUSH - December 2018). It is important that the advertisers demonstrate their support to self-regulation more than ever in this scenario.

In June 2018, the Ministry of Women and Child Development (WCD) set up a centralized authority under the National Commission of Women (NCW) which will be authorised to receive complaints regarding any programme or advertisement broadcast or published and investigate/ examine all matters relating to the indecent representation of women. This is after the WCD ministry finalised fresh amendments to the Indecent Representation of Women (Prohibition) Act, 1986, widening its scope to make indecent portrayal of women on the internet and other over-the-top services and applications such as WhatsApp and Instagram punishable with a fine of INR 2 lakh, and prison term of up to three years. ASCI is one of the selected committee representatives

B. Member of ASCI Logo

As a step to acknowledge current member advertisers who support responsible advertising via self-regulation and to encourage other non-member advertisers to join ASCI, the board approved introduction of a logo - "Responsible Advertiser, Member of ASCI" designed by the agency Hypercollective. ASCI member Advertisers may voluntarily carry this logo in their communication.

C. Interaction with External Agencies

Centre for Social Impact and Philanthropy (CSIP) under Ashoka University is working on a project with Niti Aayog on Self-Regulation in the voluntary sector. The study will make recommendations to Government ministries and voluntary sector leaders on building an effective self-regulation framework. As part of the study, they are reviewing self-regulation mechanisms in other sectors including advertising and journalism in India and publish a report 'Regulatory frameworks for the Voluntary Sector: Global and Cross-sectoral Review of Frameworks and Practices'. The ASCI Secretary General participated in an in depth interview to provide CSIP information on effectiveness of self-regulation in advertising and effectiveness of ASCI as a mechanism.

As one of the important and highly regarded institution representing the industry and media, ASCI also participated in an extensive mail interview on "Portrayal of Women: An Empirical Study of Advertising Content - Issues and Concerns for Policy Intervention" - a public funded national research sponsored by Indian Council of Social Science Research (ICSSR), under the Ministry of Human Resource Development. As a part of a seminal research under the aegis of UNESCO and SWAN, ISID, a public funded policy research institute conducted this baseline survey to enquire into the portrayal of women in the advertising space. The issue of stereotyping and indecently portraying the woman form has been discussed and debated for long. It was important to provide ASCI's point of view to provide insights into the current scenario in the space of advertising content.

3. As new things develop, formulate policies for digital medium

At the recent IAA World Congress at Kochi, ASCI Chairman D Shivakumar emphasized the need for self-regulation for a better advertising ecosystem, especially with the emergence of Digital Media.

The Use of internet and digital media has seen exponential growth in India. Increasing use of smartphones and cheaper data access are the game changers for this growth. As per reports, in 2017, 70% of India's digital advertising budget was spent on mobile. As a natural outcome, the digital medium is among top three media wherein most of the complained advertisements get published. For perspective, in 2018-19, 22% of the advertisements complained against were from the digital medium.

ASCI has been receiving and processing complaints against advertisements released in the digital media that includes web-sites, e-commerce portals etc. We encourage advertisers and advertising agencies to advertise responsibly on the digital medium. Self-regulation is the only way we can achieve a win-win-win situation;

meaning consumers' confidence in digital advertising is maintained, the advertiser has the freedom to explore their creativity and the regulator does not consider this as a medium that requires restrictions.

In the third quarter (October – December 2019), your Council would be introducing "Guidelines for Social Media Influencers and advertisement disclosures" based on International Best Practices.

A. New Digital Marketing Agency
In 2019-20 ASCI will be launching Digital Marketing campaigns for various initiatives progressing further on the priorities set out for the year such as Consumer Awareness, Membership drive as well as Stakeholder / Government awareness. A core team comprising Subhash Kamath, Shashidhar Sinha and Sunil Lulla helped complete due diligence and selection of our new Digital Marketing Agency – Rage Communications. Digital Marketing campaigns have been launched effective from April 2019.

VARIOUS INITIATIVES TAKEN UP BY YOUR COUNCIL

AMMENDMENTS TO GUIDELINES AND PROCEDURES

During the year, few amendments were made to the ASCI guidelines and procedures to refine them further, based on the valuable feedback received from various stakeholders. To name a few –

Disclaimer Guidelines – ASCI had introduced Guidelines for Disclaimers in advertisements in October, 2016. Based on the feedback over the past two years from various stakeholders it was considered necessary to increase the pixel size of disclaimers for TV advertisements. The revision introduced is also in line with International practices. The new guidelines for disclaimers are:

Text height of the disclaimers in television commercials or videos shall conform to the following:

For standard definition images, the height of the text lower case elements shall be NOT LESS THAN 14 pixels [14 lines] in a 576 line raster.

For high definition images, the height of the text lower case elements shall be NOT LESS THAN 26 pixels [26 lines] in a 1080 line raster.

Informal resolution by the secretariat - To efficiently dispose of complaints that prima facie appear to be of a frivolous nature, the Council decided to amend the complaints processing procedure on the lines of international best practices. The Designated Officer would try to resolve the complaints in the most efficient manner and not all complaints would require a formal investigation as in some cases, there is no consumer detriment envisaged. In such cases, it was decided that the complaints would be deemed to be resolved by appropriate communication to the complainant and / or the advertiser.

Preamble to the Independent Review Process (IRP) – A preamble section was added to the IRP procedure to outline the conditions under which an IRP was admissible. Parties are now allowed to seek an IRP when it is alleged that that there has been substantial flaw/s in the recommendations made by CCC / FTCP.

Intra-industry complaints – The recommendations to the complainants hitherto conveyed after ten business days of CCC / FTCP recommendations was amended to - after two business days of CCC / FTCP recommendations.

INTERNATIONAL COUNCIL FOR AD SELF-REGULATION (ICAS)

The ICAS is a global platform which promotes effective advertising self-regulation. In April 2018, the ASCI Secretary General participated at the ICAS Annual Meeting which was held in Helsinki and networked with the heads of over 30 SROs across the world, exchanging ideas, expertise and sharing knowledge during two day meetings. Towards the end of 2018, ICAS also announced its first ever International Award to be held in 2019 for SRO's across the world. ASCI submitted three applications for various ASCI initiatives including the introduction of Celebrity Guidelines, the introduction of the Independent Review Process (IRP) and MoU with sector Regulators. A special mention was awarded to ASCI for its "Guidelines for celebrities in advertising" at the April 2019 Annual Meeting in Paris.

ADMINSTRATION & HUMAN RESOURCE

In November 2018, to accommodate our growing ASCI family, we extended our office to the fifth floor in addition to the existing set up on the seventh floor in the same premises. Currently work is underway for ASCI to move to a new office space.

As a welfare measure, a group Mediclaim insurance policy was effected covering ASCI employees and their immediate family (Self, spouse, dependent children and parents). Additionally the Maternity Benefit Policy was also amended to include paid paternity leave of up to two weeks for male employees of ASCI.

An awareness session for the ASCI team was conducted by Aazmeen Kasad, one of our CCC members and Advocate - High Court, on what constitutes Sexual Harassment and ICC procedure for complaints. The new ICC committee was formed post completion of the tenure of the earlier committee. Your Council is happy to state that no untoward incident has been reported by any staff member.

Based on the suggestion of ASCI Chairman starting January 2019, to appreciate the efforts of ASCI team, a quarterly award has been institutionalized to recognize two best performers every quarter as "ASCI Stars". Srinivas Kumar Kamble and Shilpa Kanchan were the ASCI Star performers for the first quarter (January – March) 2019.

MEMBERS OF THE BOARD OF GOVERNORS

During the financial year, Raj Jain, Sam Singh, Sunil Lulla, Prashant Singh, Al Rajwani and Benoy Roychowdhury tendered in their resignation from the Board. The Board wishes to place on record its appreciation of the valuable services rendered by them during their tenure. Madhusudan Gopalan, Vikas Agnihotri, Sivakumar Sundaram, Umesh Shrikhande and Prasun Basu were appointed to fill the vacancies.

Dilip Cherian resigned from the Board Consultative Committee and Narendra Ambwani was appointed on the committee. Kaushik Roy resigned as a special invitee to the Board. Saugata Gupta, Sunil Kataria and Paritosh Joshi continue their tenure as special invitees.

CONSUMER COMPLAINTS COUNCIL (CCC) MEMBERS

During the year, Arun Anant, Rajeev John, Burjor Nariman and Archana Sabnis were appointed to fill CCC vacancies. Nandita Chalam, Prabhakar Mundkur, Chella Pandyan and Kapil Dev Pillai resigned from the CCC. Prem Kamath and Arvind Mahajan retired from the CCC. The Board of Governors places on record their profound gratitude to members of the CCCs for their very generous contribution of valuable time and expertise.

INDEPENDENT REVIEW PROCESS (IRP) PANEL

To further expedite the IRP process, the board approved expansion of the IRP panel from three to five, by confirming the appointment of Justice Anand Nirgude (Retd.) and Justice Nishita Mhatre (Retd). The ASCI members are appreciative of the steps being taken by your Council to make its processes transparent and robust.

MEMBERSHIP

Your Council is pleased to report that 22 new members have enrolled during the year. However, 23 members did not renew their membership. The total number of members now stands at 341. Your Council has initiated an "exit interview" to understand the reasons for discontinued membership. As per preliminary feedback, it was seen that many drop outs are due to change in the company structure or budget limitations.

ANALYSIS OF ADVERTISEMENTS COMPLAINED AGAINST

The ASCI team looked into over 6100 complaints in the year 2018-19 as compared to > 4700 complaints in year 2017-18.

ASCI received more than 4600 complaints directly through various sources such as online on web-site, ASCI mobile app, WhatsApp number, email and letters. The increase in the number of complaints (>4600 as compared to >3500 in 2016-17) is primarily due to the increasing popularity of ASCI's WhatsApp number and an advisory issued by the Ministry of Information and Broadcasting in January 2019 that requested television broadcasters to carry a scroller to create mass consumer awareness about ASCI and its WhatsApp number 77100 12345. There are over 50 contacts per day on the WhatsApp number, each of which is addressed by the ASCI team, regardless of it being a complaint or otherwise. However, only manually shortlisted complaints from WhatsApp get accounted for in the total number of complaints received which signifies the increase in ASCI awareness overall.

The ASCI team also looks into the complaints received on the portal – Grievances Against Misleading Advertisements (GAMA) launched by the Department of Consumer Affairs. 1585 complaints were received on the GAMA portal this year (versus 1160 during 2017-18).

Analysis

The independent Consumer Complaints Council met 44 times during the year and deliberated on complaints pertaining to 2898 advertisements.

More and more advertisers are opting for "Informal Resolution" (IR) wherein the advertisements complained against are promptly withdrawn or suitably modified post receiving the communication from ASCI. Resolution by IR was sought for 732 advertisements (versus 402 in 2017-18). This option not only provides speedy redressal to complainants but also makes ASCI processes more efficient.

Complaints were upheld against 1486 advertisements whilst complaints against 475 advertisements were Not-Upheld as the advertisements were not considered to be objectionable or in contravention of the ASCI code. 205 advertisements were found 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 AYUSH officials, FDA or the Central Council for Indian Medicine (CCIM) also issued show cause notices to the concerned advertisers. ASCI's suo motu surveillance under an MOU with the Ministry of AYUSH (AYUSH) together with effective follow through with the State regulators has resulted in a drop in the number of advertisements with such violations as compared to year 2017-18 when 578 were escalated to AYUSH.

The maximum number of advertisements looked into pertained to violations of chapter I of the ASCI code i.e. advertisements that complainants considered to be making false, unsubstantiated or misleading claims (2423). Other complaints were - Under Chapter II – advertisements that were complained against for being offensive or indecent (47), Chapter III – encouraging or depicting dangerous practices (118 – excluding DMR violations) and Chapter IV- Unfair in competition (29). (Note: complaints against some advertisements covered more than one Chapter of the ASCI code.)

The maximum incidence of misleading advertisements has been observed in the education sector (1131), followed by the healthcare Sector (609) (i.e. Healthcare Services/ Clinic (285) and medicinal products (324)). Other sectors where misleading advertisements have been observed are Food & Beverages (347) and Personal Care (315).

Through ASCI's Suo Motu initiative under "National Advertisements Monitoring Service" (NAMS), 1654 advertisements were looked into by the CCC. 90% of these advertisements were published in the print media whereas 8% were television advertisements. The rest of the advertisements were a result of Suo Motu complaints against advertisements in the digital medium, product packaging etc. Among 1244 advertisements that were complained against by end consumers, approximately 35% were those appearing in the digital medium such as advertiser websites followed by print media (~29%) and those that appeared on television (~26%). In comparison, fewer complaints were received against advertisements on other media such as product packaging, promotional material, hoardings and radio.

General Public

Members of the general public complained against 704 advertisements out of the 1244 non-NAMS advertisements. In 92 cases, the advertiser sought IR by ensuring prompt compliance and 11 cases were resolved by the Secretariat based on the nature of complaints being such that it did not require any further action. Of the remaining cases, the CCC considered complaints against 202 advertisements to be valid; whereas the CCC did not uphold complaints against 306 advertisements. 93 advertisements were in contravention of The Drugs & Magic Remedies Act or The Drugs & Cosmetics Rules.

Intra Industry Complaints

ASCI received complaints against 114 advertisements on "intra-industry" basis. In 40 cases, the advertiser availed informal resolution of complaint by ensuring prompt compliance. Of the remaining 74 advertisements, complaints against 53 advertisements were upheld, complaints against 20 were not upheld, while one advertisement was in contravention of The Drugs & Magic Remedies Act or The Drugs & Cosmetics Rules.

Fast Track Complaints (FTC)

ASCI received intra-industry complaints against 22 advertisements that were lodged by ASCI members on a "Fast Track" basis. Of these, complaints against 18 advertisements were upheld, while complaints against 4 advertisements were not upheld.

Complaints originating from the GAMA Portal

Of the 1585 complaints received on the GAMA portal, many complaints were rejected as either because the complainants did not furnish complete details or the complaints were not pertaining to misleading advertisements. More than 500 complaints were lodged by Consumer Education and Research Centre (CERC) against various advertisements. Complaints against 574 advertisements were processed further of which 389 were CERC complaints and 185 were by end-consumers. In 86 cases, the advertiser promptly assured compliance opting for informal resolution of complaint, while six were resolved by the Secretariat based on the nature of complaints being such that it did not require any further action. Complaints against 208 advertisements were upheld, while 123 complaints were not upheld. 151 advertisements were in contravention of the Drugs & Magic Remedies Act or The Drugs & Cosmetics Rules.

Complaints originating from Consumer Organizations

The total number of advertisements complained against by various Voluntary Consumer Organizations (VCOs) were 397 out of which 389 advertisements were flagged by CERC.

For 52 CERC complaints, advertisers ensured time bound compliance as soon as the complaint was intimated to them by the ASCI Secretariat. 64 advertisements were in contravention of the Drugs & Magic Remedies Act or The Drugs & Cosmetics Rules. For six cases, the ASCI Secretariat did not consider the advertisements to be objectionable and no further action was required. From the remaining 267 cases, complaints against 147 advertisements were upheld and complaints against 120 advertisements were not upheld.

In eight cases, complaints were registered by other consumer organizations. Of the eight advertisements, complaints against four were upheld, one was not upheld and two cases were closed via informal resolution with prompt compliance and one case was informally resolved by the Secretariat.

Suo Motu Complaints

ASCI processed Suo Motu complaints (originating from either CCC, Board members or the ASCI Secretariat) against 35 advertisements. Of these, complaints against 19 advertisements were upheld and five were not upheld while for six advertisements, the advertisers sought Informal Resolution. Five cases of potential violation under the Drugs & Magic Remedies Act were referred to the concerned Regulator.

Government and Regulatory Authorities

ASCI received complaints against seven advertisements that were forwarded to ASCI from various Government departments. Of these, complaints against one advertisement was upheld and five complaints were not upheld. In one case, the advertiser sought informal resolution of the complaint by ensuring prompt compliance.

NAMS Complaints

Out of the 2898 advertisements complained against during the year, 1619 advertisements were picked through a thorough surveillance of print and television media through NAMS initiative. For a large number of advertisements (520), advertisers assured time bound compliance as soon as they received ASCI's communication and they were closed out via the IR route. 43 advertisements were in contravention of The Drugs & Magic Remedies Act or The Drugs & Cosmetics Rules (Schedule J). Of the remaining 1056 advertisements, the CCC considered 1042 advertisements to be misleading and complaints against 14 advertisements were not upheld.

Independent Review Process (IRP)

During the year, 25 matters came up for Independent Review Process (IRP).

IRP was sought by the complainants in two cases wherein the decision was in favour of the advertiser. For one IRP, the appeal was granted in favour of the complainant and it was rejected for one IRP. From 23 IRPs availed by the advertisers, the appeal was rejected in 17 cases whereas six IRPs went in favour of the advertiser.

Report of the CCCs as submitted to the board is compiled and is provided in the Compilation of CCC Recommendations for 2018-19.

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.

The Council is happy to state that during the year under review three of the earlier suits were disposed of by the courts due to non-appearance by the plaintiffs. For four new suits filed against the Council, in two suits the court disposed of the same by directing the Council to give fresh hearing to advertisers as per the Independent Review Process (IRP) of ASCI.

All pending suits are being defended effectively in the courts where they have been instituted.

PUBLIC RELATIONS, MARKETING AND SOCIAL MEDIA INITIATIVES

ASCI's achievements for 2018 – 19 include many wins in terms of PR and Social media outreach.

Our Chairman, D Shivakumar, spread the importance of self-regulation among industry stakeholders at various forums through his presentations. He was a keynote speaker at the 44th IAA World Congress held at Kochi in February 20019 as well as the CEO Conference in Mumbai in March 2019 organized by the Indian Society of Advertiser on the theme "The Connectedness Paradox". The audiences at these forums were major advertisers, advertising agencies as well as media. One of our board members, Madhusudan Gopalan, participated at FICCI's Massmerize 2018 and presented the good work your Council is doing as well as various steps being taken to further enhance ASCI's credibility as an SRO. He urged more and more companies across the industry to extend their strong support to self-regulation and commit to responsible advertising.

TV channels carrying the ASCI scroll with ASCI's WhatsApp number and web-site address is the best PR ever that ASCI has achieved in its history. In addition, we had the support of our member companies i.e. Dainik Bhaskar Group and Amar Ujala that carried similar messages in their publications.

Our monthly press releases as well as regular media interactions resulted in some great coverages that include TV, Radio and print coverages through the year. This included TV interviews of the Chairman and Secretary General with marquee channels comprising CNBC TV 18, Storyboard and CNBC Awaaz, Brand Bazaar to discuss new initiatives, strategies and guidelines issued by ASCI. Our Secretary General also engaged in TV and radio interactions on subject of topical interest like ASCI's agenda for 2018-19, celebrity endorsements, how to take a stance against misleading advertisements and complain against it. In January 2019, Paritosh Joshi, invitee of the ASCI Board, participated on behalf of ASCI in interviews with CNBC TV 18, Storyboard and CNBC Awaaz, Brand Bazaar, for a dedicated show directed towards misleading advertisements. ASCI Secretary General also participated in a one-hour live interview on Akashvani where several questions from listeners were answered. ASCI has also created a strong foothold in the electronic media space with coverage's in CNBC TV 18, CNBC Awaaz, DD News, Star Plus, Sab TV and importantly Rajya Sabha TV and Lok Sabha TV. Moreover, radio interviews with Magic 104.4 FM and a message about ASCI on Akashvani Hindi, which has a wide reach. These media interactions were further leveraged to reach much wider audience through ASCI's social media efforts.

ASCI was featured in leading print media like The Economic Times, Business Standard, Financial Express, Hindu Business Line, The Times of India, Hindustan Times, DNA, New Indian Express, The Statesmen, The Hindu, Mail Today, Prabhat Khabar, Business India, Deccan Chronicle, Afternoon Dispatch and Courier, Woman's Era, Impact, among others. ASCI featured in leading regional publications and languages across India, with include names like Navbharat, Loksatta, Dinamani, Eenadu, Vartha, Mumbai Samachar, Rashtriya Sahara, Rajasthan Patrika. Online portals which covered ASCI include Campaign India, ET Brand Equity, Afaqs, Adgully, Moneycontrol, Exhange4media, Best media info, Medianews4u, MxM, Social Samosa, Livemint, ET.com, etc.

ASCI's social media pages are rapidly expanding in their reach due to consistent efforts by the Social Media team. ASCI's follower base has crossed 26,900 on Facebook and 7300 followers on Twitter and 4500 for LinkedIn. ASCI also launched its official Instagram page during the year @ascionline.

ASCI worked on a few campaigns during the year such as World Consumer Rights Day (WCRD), Road Safety week and #ASCIJingleContest aimed specifically to popularize the ASCI WhatsApp number. The WCRD campaign was executed holistically and several publications carried our advertisements on a pro bono basis. On the World Consumer Rights Day on 15th March 2019, ASCI urged consumers to take action against misleading advertisements. The intent was to encourage consumers to not just be vigilant but also take action against advertisements by informing ASCI through a simple WhatsApp message or an email. Our PR efforts got us visibility on the digital front and our social media posts were planned in sync with the campaigns.

VOTE OF THANKS

The Board of Governors expresses its gratitude to the Department of Consumer Affairs (DoCA), the Ministry of Information and Broadcasting (MIB), the Food Safety and Standards Authority of India (FSSAI) and the Ministry of AYUSH, for their continued support to ASCI during this year. We sincerely thank and appreciate the members of our Consumer Complaints Council for their efforts and 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 tenure.

The ASCI board is also grateful for the time and expertise offered by Justice Mohit Shah and Justice Dr S Radhakrishnan, for conducting the IRP proceedings during the year 2018-19. We thank Kumar Manish and Kushagara Kansal of Kalp Associates, Delhi, Ambadas Chatuphale, Mumbai and Mustafa Doctor for their advice and support in handling our legal cases, Lalit Khanna and Co. and Lalit Khanna & Associates, our Auditors and Tax Consultants, 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 all our agencies; Wishtree Technologies LLP, Benchmark Computers Solutions Pvt. Ltd. our technology partners, Ketchum Sampark, our PR agency and Petrikor, our Social Media agency, for their support in helping ASCI achieve the key objectives set out for the year.

Members of the Council and the Board of Governors express their gratitude to the Board's Consultative Committee consisting of Narendra Ambwani, Sam Balsara, Bharat Patel, Ram Poddar and Dorab Sopariwala for their continued contribution to ASCI and lending their expertise and time.

We thank the ASCI Secretariat for their fantastic support in managing ASCI's ever growing profile, looking into each and every consumer contact and diligently working to redress grievances against objectionable advertisements. ASCI's achievements are a reflection of the dedication and passion of this team working behind the scene.

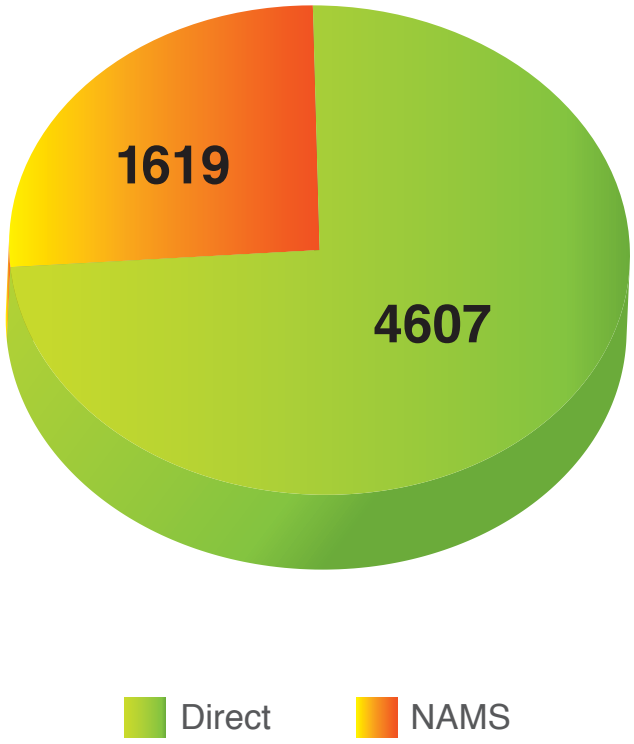
And finally, I would like to thank my colleagues on the Board of Governors who have collectively enabled ASCI complete the 33rd year building further on the past successes.

D Shivakumar

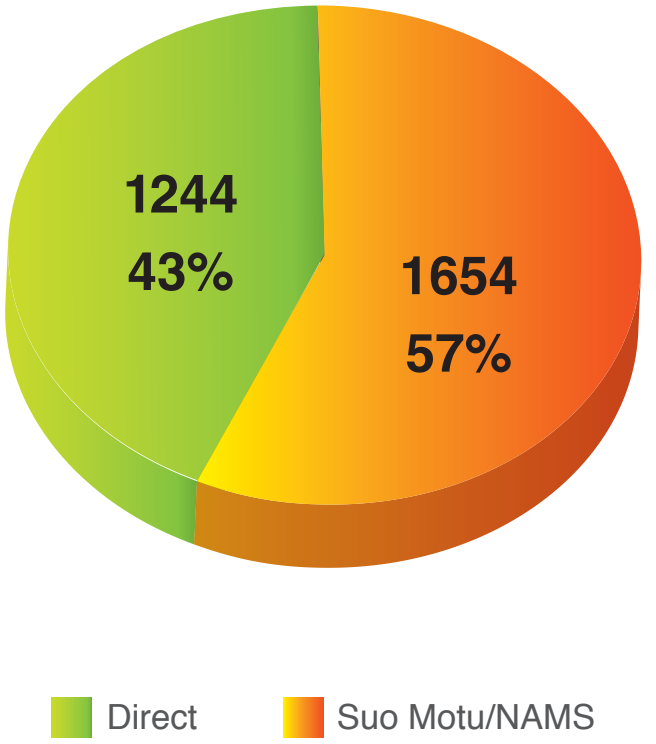
Chairman

TOTAL COMPLAINTS 2018 -2019

Total Complaints looked into by ASCI - 6226



Total Advertisements Complained against 2898

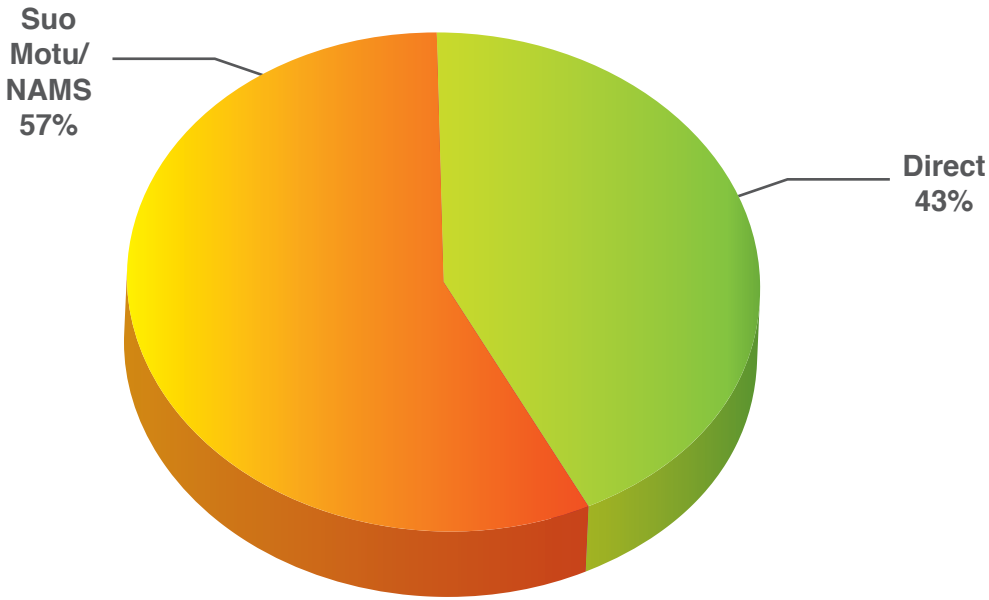


Number of advertisements picked by Suo motu surveillance.

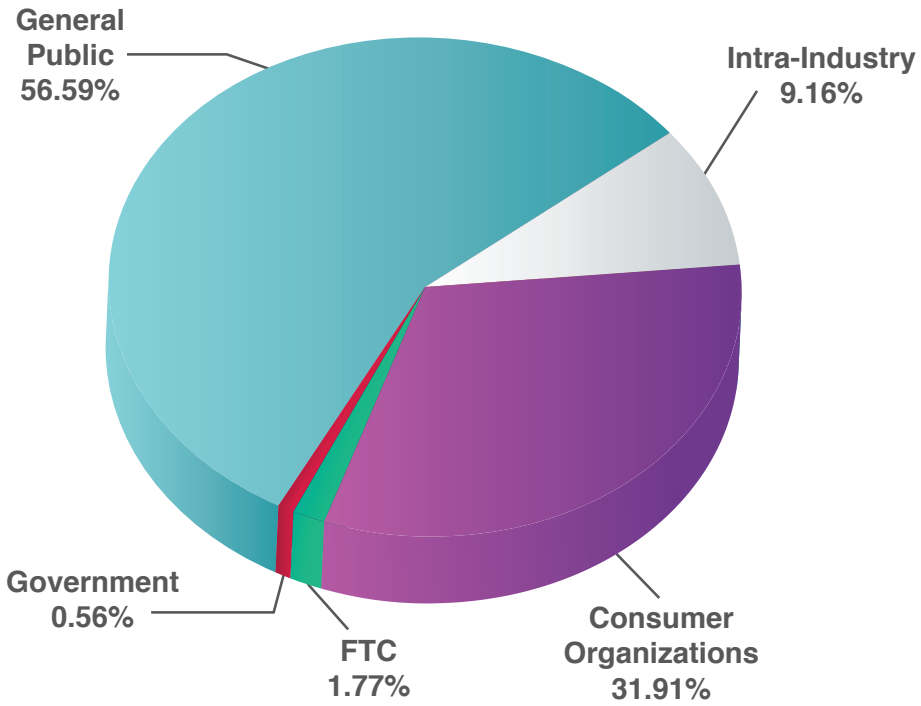
NAMS - National Advertisement Monitoring Service

BREAK-UP AS PER COMPLAINT SOURCE 2018 - 2019

Total Advertisements Complained against 2898



Source wise Breakup

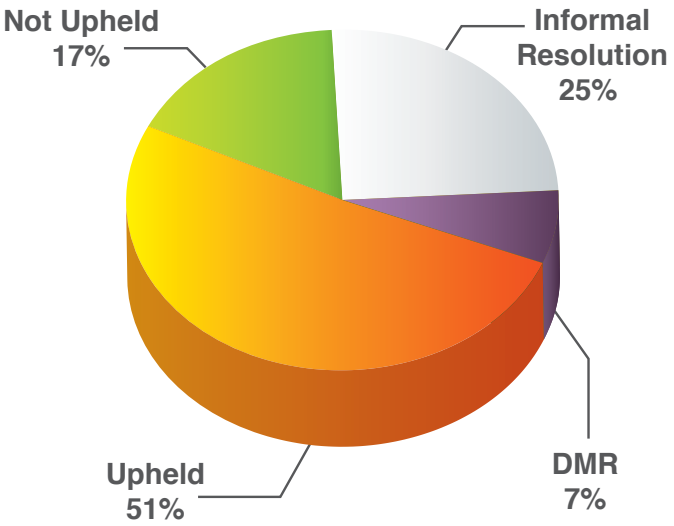


SOURCE	No. of Advertisements complained against					Grand Total
NAMS/ Suo Motu	1654					1654
Direct	Consumers	Intra Industry	FTC	Govt	Cons. Org	1244
	704	114	22	7	397	

NAMS - National Advertisement Monitoring Service
FTC - Fast Track Complaints (Intra Industry)

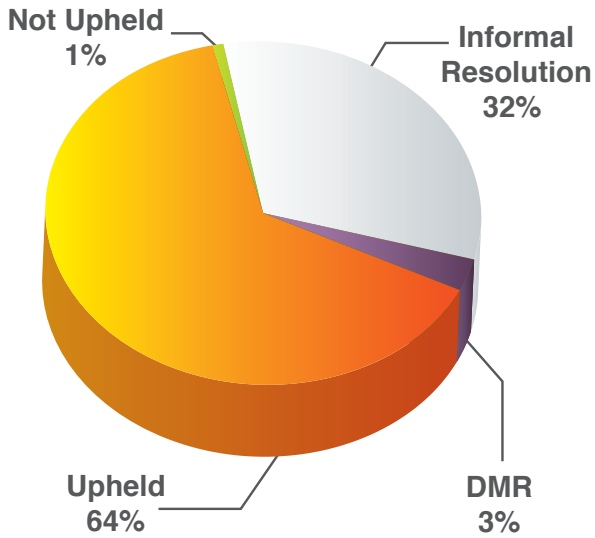
RECOMMENDATION STATUS SPLIT 2018 - 2019

Total Advertisements - 2898



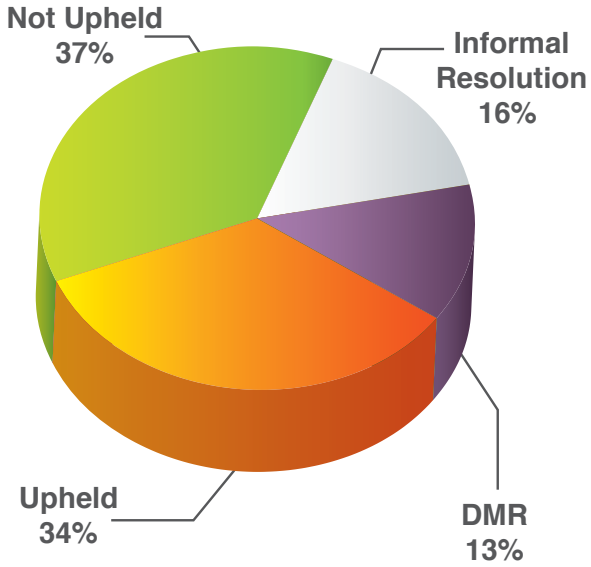
Recommendations*	2898
Upheld	1486
Not Upheld	475
Informal Resolution**	732
DMR***	205

NAMS/Suo Motu



Recommendations* NAMS /Suo Motu	1654
Upheld	1061
Not Upheld	19
Informal Resolution**	526
DMR***	48

Direct Complaints



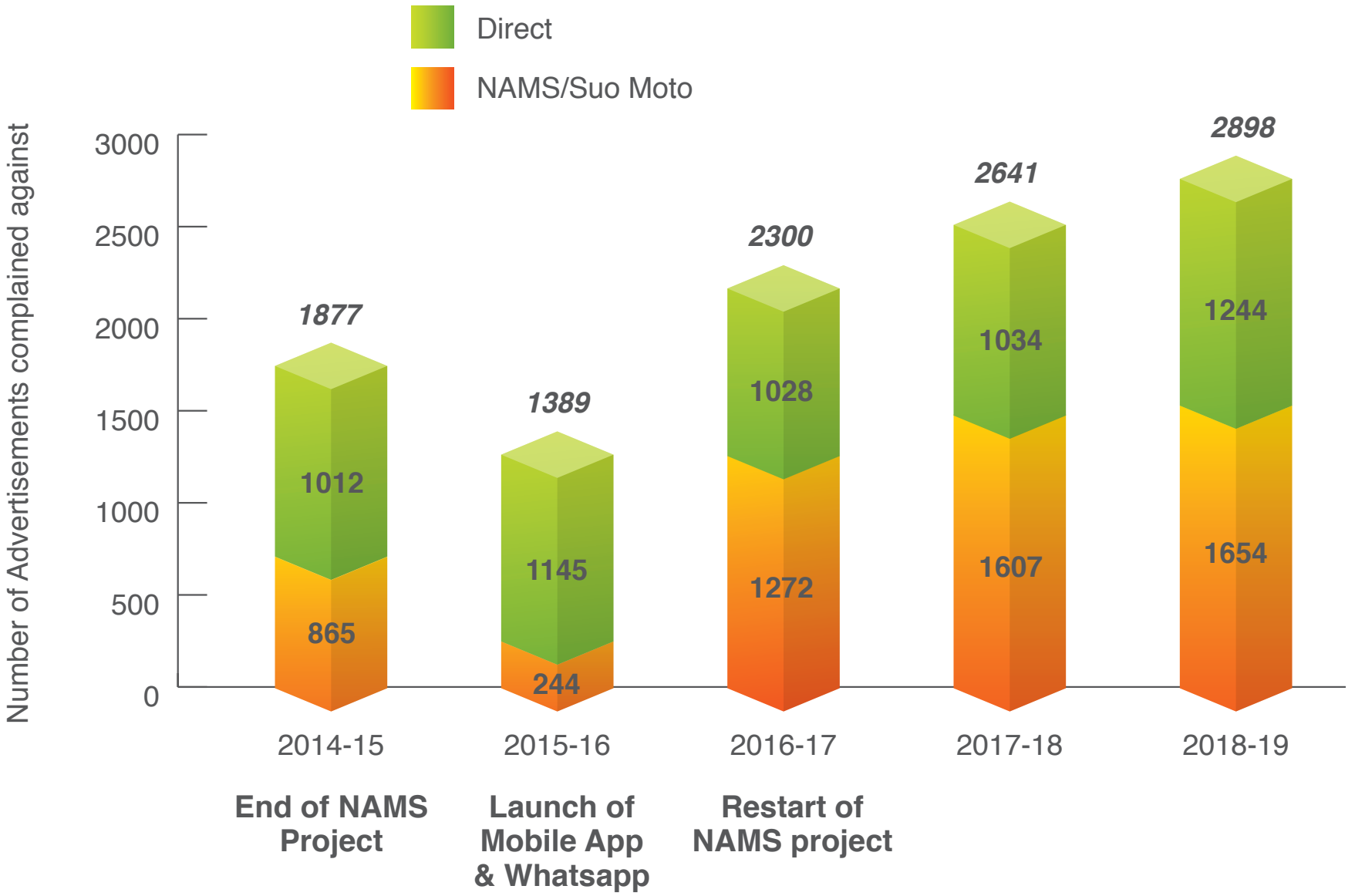
Recommendations* Direct complaints	1244
Upheld	425
Not Upheld	456
Informal Resolution**	206
DMR***	157

*Recommendations made by Consumer Complaints Council for complaints pertaining to Advertisements

**Informal Resolution wherein advertiser withdraws or modifies the advertisement post receiving complaint.

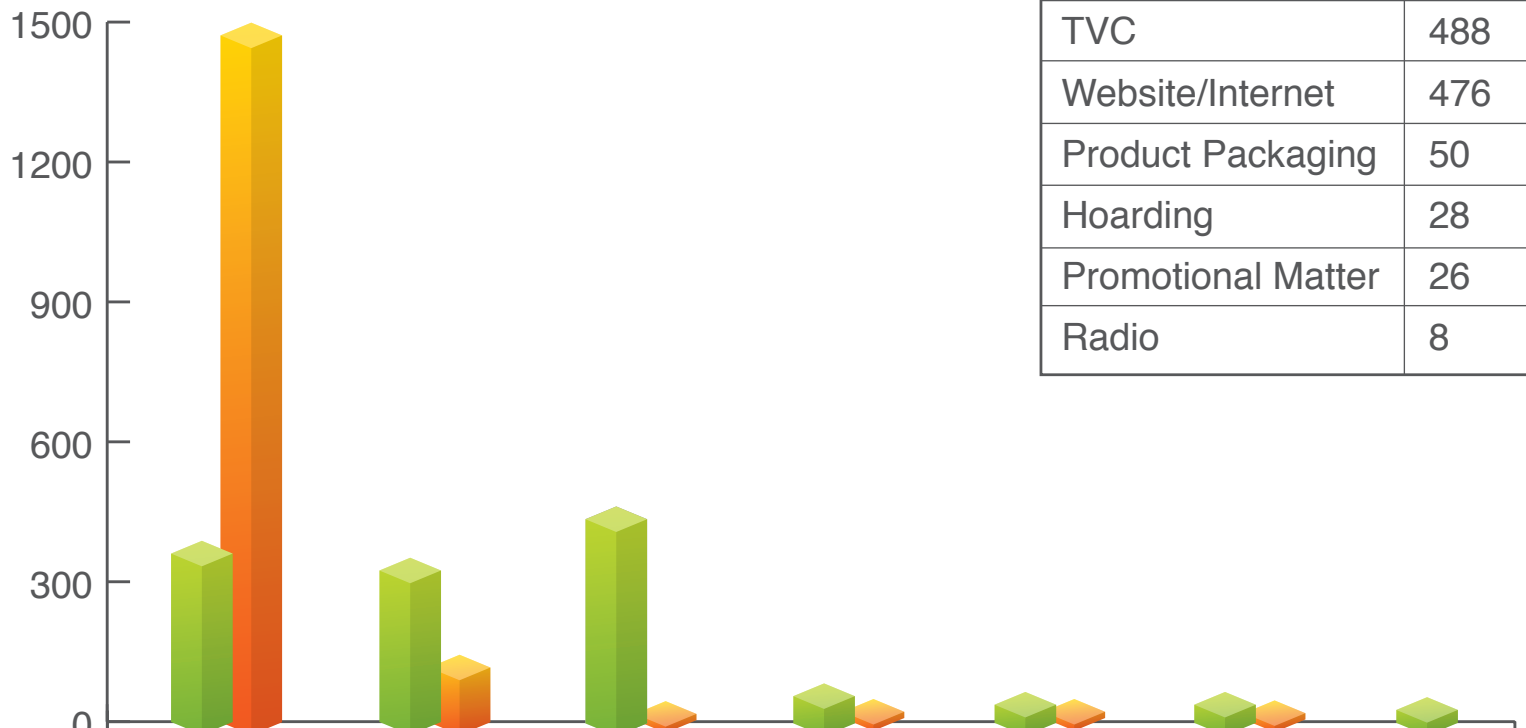
***Drugs & Magic Remedies Act (DMR)

ADVERTISEMENTS COMPLAINED AGAINST – 5 YEAR TREND



SHARE OF MEDIUM 2018-2019

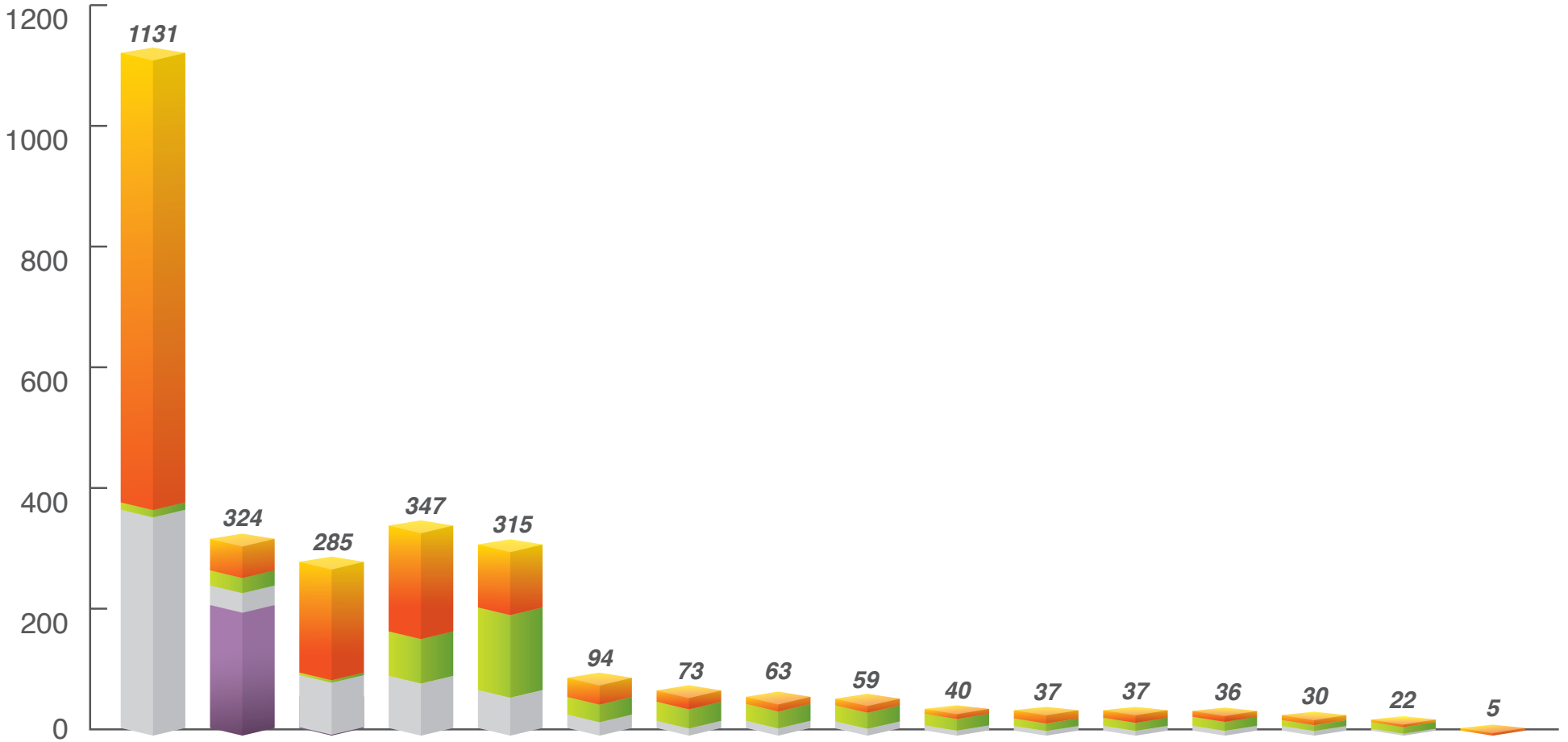
Medium	Total	%
Print	1882	53.17%
TVC	488	19.67%
Website/Internet	476	22.07%
Product Packaging	50	2.28%
Hoarding	28	1.29%
Promotional Matter	26	1.15%
Radio	8	0.37%



	Print	TVC	Website/ Internet	Product Packaging	Hoarding	Promotional Material	Radio
Direct Complaints	383	350	464	47	27	23	8
NAMS/Suo Motu	1499	138	12	3	1	3	

Note: Some complained advertisements covered more than one medium

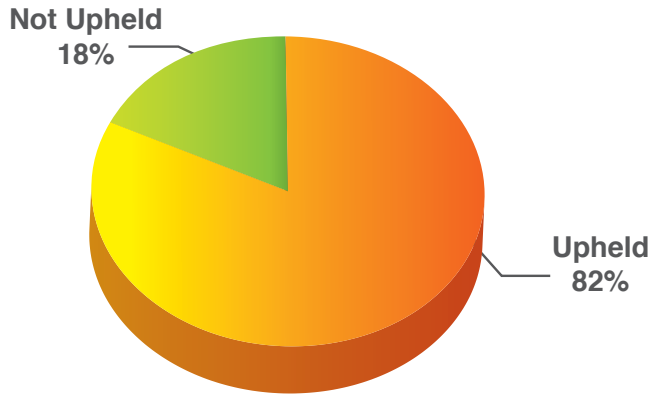
CATEGORY DISTRIBUTION 2018 -2019



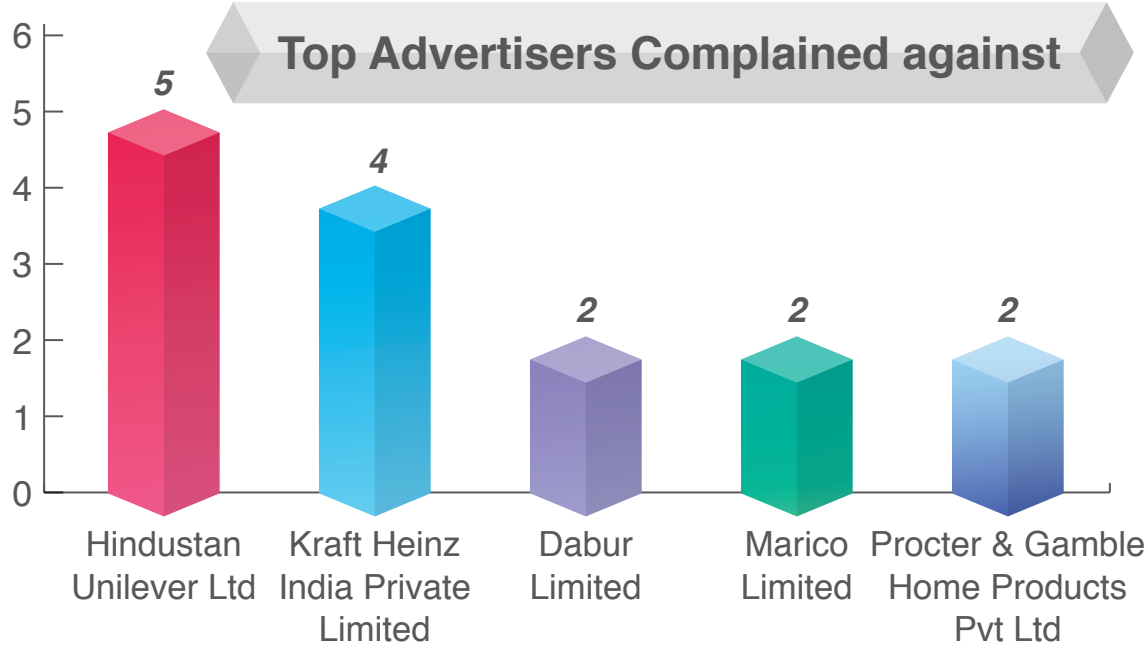
	Education	Drugs & Medicine	Clinic	Food & Beverages	Personal care	Durables	Services	Other	Media/ Channels/ Periodicals	Banking/ Finance	Home Care	Telecom Products & Internet Providers	Automotive	Realty	E-commerce	Surrogate / Brand Extension
Upheld	745	63	193	186	115	40	29	22	19	7	17	13	13	12	7	5
Not Upheld	14	26	4	75	137	32	34	29	30	26	13	17	16	10	12	
Informally Resoved	372	32	86	86	63	22	10	12	10	7	7	7	7	8	3	
DMR		203	2													

FAST TRACK COMPLAINTS ANALYSIS 2018 - 2019

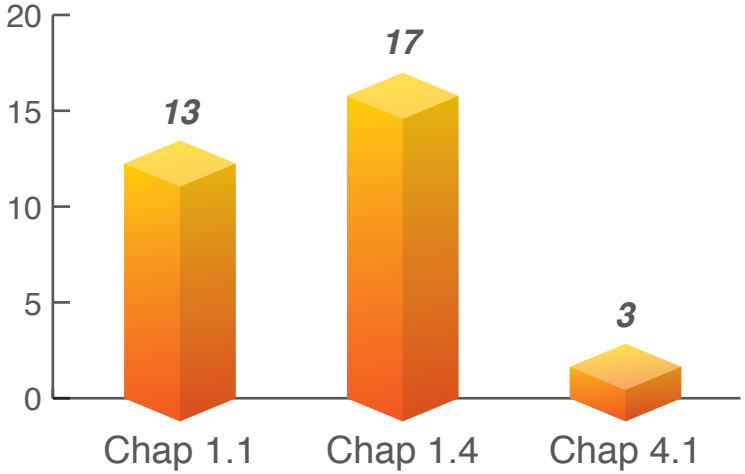
Total Fast Track Complaints - 22



Top Advertisers Complained against

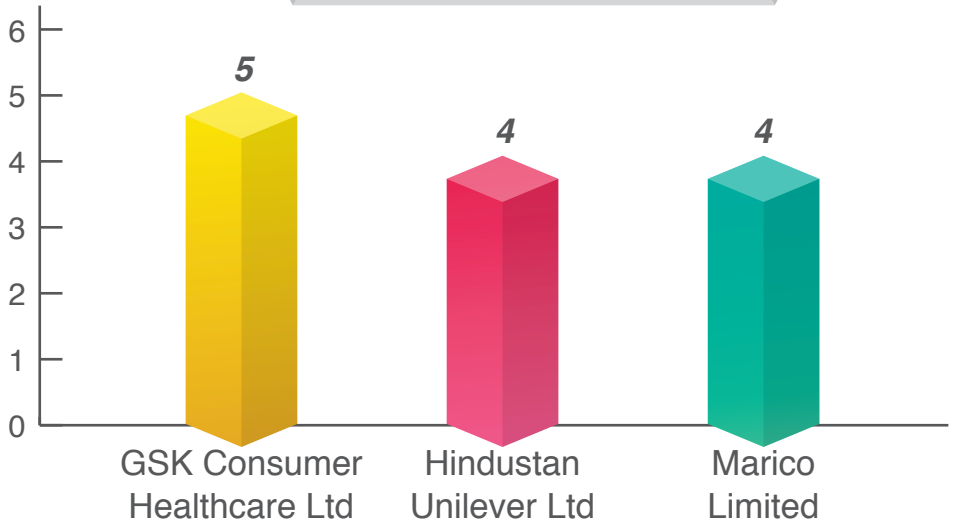


Chapter wise Analysis



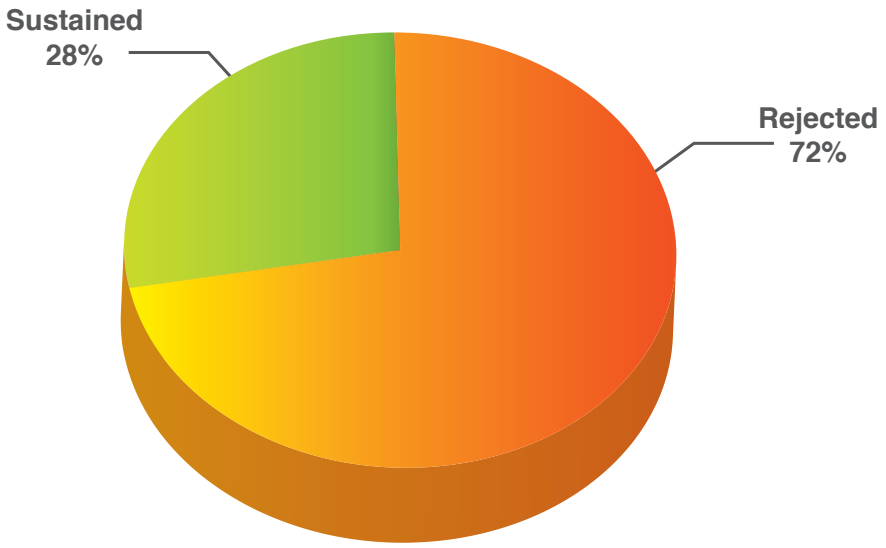
Chap 1.1	Truthful, Capable of Substantiation
Chap 1.4	Distortion of facts
Chap 4.1	Factual & Accurate Comparison of competitors products

Top Complainants

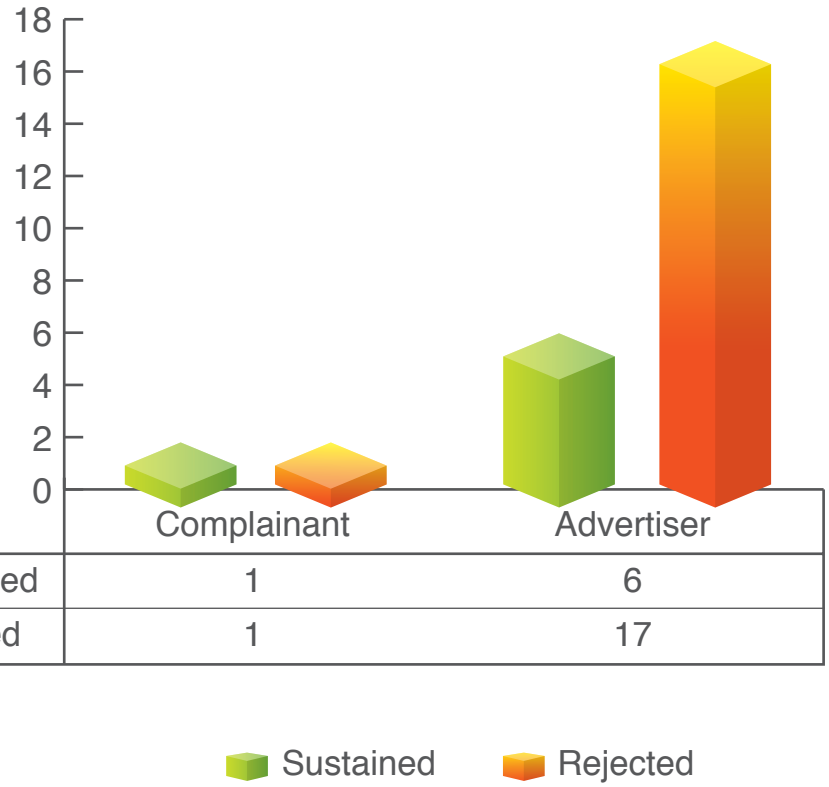


INDEPENDENT REVIEW PROCESS ANALYSIS 2018 - 2019

Total Independent Review Cases - 25

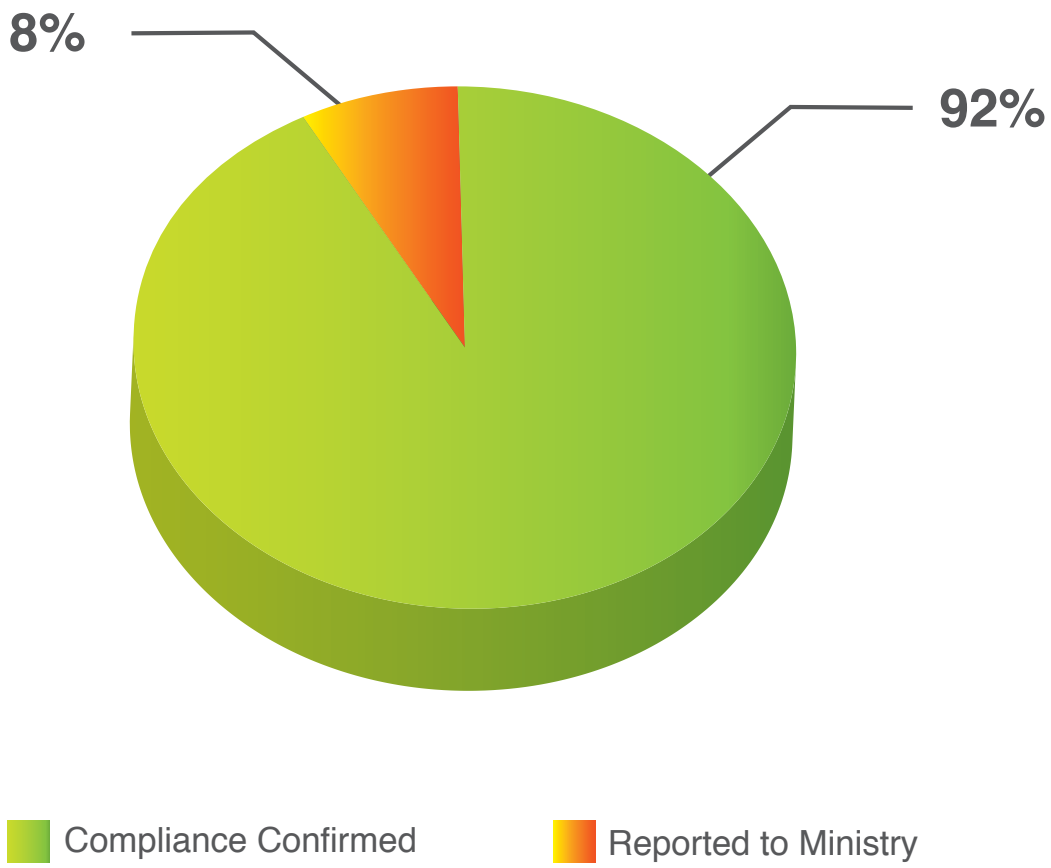


IRP Analysis – Sought by Advertiser and Complainant



	Complainant	Advertiser
Sustained	1	6
Rejected	1	17

COMPLIANCE SUCCESS RATE OF 1486 ADVERTISEMENTS WHERE COMPLAINTS WERE UPHELD 2018 - 2019



Compliance Confirmed by Advertiser or through NAMS Tracking

Life at ASCI




HONESTY
DECENCY
So you can trust adver


The Advertising St
Council Of Indi
DECENCY




ASCI
The Advertising Standards Council Of India
HONESTY
DECENCY
RESPONSIBILITY
FAIRNESS
So you can trust advertising


ASCI
DECENCY
So you can trust adve




THE AWARE CONSUMER
THE AWARE CONSUMER
THE AWARE CONSUMER





Life at ASCI























INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF
THE ADVERTISING STANDARDS COUNCIL OF INDIA

Report on the Audit of the Financial Statements

Opinion

We have audited the financial statements of The Advertising Standards Council of India ("the Company"), which comprise the Balance Sheet as at 31st March 2019, and the statement of Income and Expenditure for the year then ended, and notes to the financial statements, including a summary of significant accounting policies and other explanatory information.

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 Companies Act, 2013 ("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 31st March 2019, and its surplus for the year ended on that date.

Basis for Opinion

We conducted our audit in accordance with the Standards on Auditing (SAs) specified under section 143(10) of the Act. Our responsibilities under those Standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Company in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India together with the ethical requirements that are relevant to our audit of the financial statements under the provisions of the Act and the Rules thereunder, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the Code of Ethics. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Key Audit Matters

As per Para 5 of the Standard on Auditing (SA) 701, "Communicating Key Audit Matters in the Independent Auditor's Report" the said standard applies to audits of complete sets of general purpose financial statements of listed entities and circumstances when the auditor otherwise decides to communicate key audit matters in the auditor's report. The Advertising Standards Council of India is not a listed entity. Further there are no circumstances where in our opinion it is otherwise necessary to communicate key audit matters in this report.

Management's Responsibility for Financial Statements

The Company's Board of Directors are responsible for the matters stated in section 134(5) of the Act with respect to the preparation of these financial statements that give a true and fair view of the financial position and financial performance of the Company in accordance with the accounting principles generally accepted in India, including the accounting Standards specified under section 133 of the Act. This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of 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 statement that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Those Board of Directors are also responsible for overseeing the company's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with SAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Report on Other Legal and Regulatory Requirements

1. The Company is licensed to operate under Section 25 of the Companies Act, 1956 (corresponding to Section 8 of the Companies Act 2013), and accordingly the requirements of the Companies (Auditor's Report) Order, 2016 are not applicable.

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

   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.

   (a) 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.

   (b) The Balance Sheet and the Statement of Income and Expenditure dealt with by this Report are in agreement with the books of account.

   (c) In our opinion, the aforesaid financial statements comply with the Accounting Standards specified under Section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules 2014.

   (d) On the basis of the written representations received from the directors as on March 31, 2019, taken on record by the Board of Directors, none of the directors is disqualified as on March 31, 2019 from being appointed as a Director in terms of Section 164 (2) of the Act.

   (e) With respect to the adequacy of the internal financial controls with reference to financial statements of the Company and the operating effectiveness of such controls, refer to our separate Report in 'Annexure A'.

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

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

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

      iii) The Company being licensed to operate under section 25 of the Companies Act 1956 (corresponding to section 8 of the Companies Act 2013), does not have any share capital. Accordingly the question of transferring any amount to the Investor Education and Protection Fund does not arise.

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

(Lalit Khanna)
Partner
Membership No. 5185
UDIN : 19005185AAAABD8554

Place: Mumbai
Date : 11th July, 2019

ANNEXURE 'A' TO THE INDEPENDENT AUDITORS' REPORT

(Referred to in paragraph 2(e) 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, 2019 in conjunction with our audit of the financial statements of the Company for the year ended 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. 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 of the Company based on our audit. We conducted our audit in accordance with the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting (the 'Guidance Note') issued by the Institute of Chartered Accountants of India and the Standards on Auditing prescribed under Section 143(10) of the Companies Act, 2013, to the extent applicable to an audit of internal financial controls. Those Standards and the Guidance Note require that we comply with the ethical requirements and plan and perform the audit to obtain reasonable assurance about whether adequate internal financial controls over financial reporting were established and maintained and if such controls operated effectively in all material respects.

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

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

Meaning of Internal Financial Controls Over Financial Reporting

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

Inherent Limitations of Internal Financial Controls over Financial Reporting

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

Opinion

In our opinion, to the best of our information and according to the explanations given to us, the Company has, in all material respects, an adequate internal financial controls system over financial reporting and such internal financial controls over financial reporting were operating effectively as at March 31, 2019, based on the criteria for internal financial control over financial reporting 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
UDIN : 19005185AAAABD8554

Place: Mumbai
Date : 11th July, 2019

Balance Sheet as at 31st March 2019

	Note	As at 31st March 2019 ₹	As at 31st March 2018 ₹
I EQUITY AND LIABILITIES			
Corpus and Reserves			
(a) Council's Corpus	2	4,182,180	4,127,180
(b) Reserves and Surplus	3	126,407,155	114,764,826
		130,589,335	118,892,006
Non-Current Liabilities			
(a) Long Term Liabilities	4	-	127,220
(b) Long term Provisions	5	1,550,457	1,197,376
		1,550,457	1,324,596
Current Liabilities			
(a) Trade Payables	6	600,281	1,046,760
(b) Other Current Liabilities	7	1,997,213	495,118
		2,597,494	1,541,878
Total Equity and Liabilities		**134,737,286**	**121,758,480**
II ASSETS			
Non-current Assets			
(a) Fixed Assets - Tangible	8	836,024	562,642
(b) Non-current Investments	9	40,300,000	69,065,688
(c) Long-term Loans and advances	10	9,602,030	9,359,177
(d) Other Non-Current Assets	11	436,567	4,973,214
		51,174,621	83,960,721
Current Assets			
(a) Current Investments	12	53,870,087	9,285,553
(b) Trade Receivables	13	2,025,548	1,425,019
(c) Cash and Cash Equivalents	14	11,422,349	23,397,436
(d) Short term Loans and Advances	15	8,634,971	3,186,862
(e) Other Current Assets	16	7,609,710	502,889
		83,562,665	37,797,759
Total Assets		**134,737,286**	**121,758,480**
The accompanying notes are an integral part of these Financial Statements.	1-24		

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 : 11th July, 2019

For and on behalf of the Board of Governors

Rohit Gupta
Vice Chairman
DIN: 06955667

Shashidhar Sinha
Member
DIN:00953796

Subhash Kamath
Member
DIN: 01731923

Place : Mumbai
Date : 11th July, 2019

Statement of Income and Expenditure For the year ended 31st March 2019

		Note	Year ended 31st March 2019 ₹	Year ended 31st March 2018 ₹
I	**REVENUE**			
(a)	Revenue from Operations	17	42,359,874	37,549,260
(b)	Other Income	18	8,626,835	7,781,078
	Total Revenue		50,986,709	45,330,338
II	**EXPENSES**			
(a)	Employee benefits expense	19	15,084,545	11,754,649
(b)	Operation and other expenses	20	23,302,014	20,387,160
(c)	Depreciation and Amortization expense	8	347,821	498,859
	Total Expenses		38,734,380	32,640,668
	Surplus before Extraordinary item		12,252,329	12,689,670
	Extraordinary Item - Profit / (Loss) on Sale of Assets		0	14,948,907
	Surplus for the year		12,252,329	27,638,577
	The accompanying notes are an integral part of these Financial Statements.	1-24		

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 : 11th July, 2019

For and on behalf of the Board of Governors

Rohit Gupta
Vice Chairman
DIN: 06955667

Shashidhar Sinha
Member
DIN:00953796

Subhash Kamath
Member
DIN: 01731923

Place : Mumbai
Date : 11th July, 2019

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2019

I. Significant Accounting Policies

(a) Basis of Preparation

These financial statements have been prepared in accordance with the Generally Accepted Accounting Principles in India ('Indian GAAP') to comply with the Accounting Standards specified under Section 133 of the Companies Act, 2013, read with Rule 7 of the Companies (Accounts) Rules, 2014. The financial statements have been prepared under the historical cost convention on accrual basis, except in respect of ex-gratia payment and payments to Life Insurance Corporation of India for the Group Gratuity Assurance Scheme which are 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

The Company provides retirement benefits to its employees under The Advertising Standards Council of India Employees Group Gratuity Assurance Scheme under 'New Group Gratuity Cash Accumulation Plan' in collaboration with Life Insurance Corporation of India's (LIC). The employees gratuity benefit is secured by payment of annual contributions as per workings notified by LIC which is charged to the company’s Income and Expenditure Account.
Contribution to Provident Fund if any, Premium paid with respect to Group Health Insurance Scheme of Star Health and Allied Insurance Company Limited and Maharashtra Labour Welfare Fund are charged to Income and Expenditure Account as incurred.

(f) Foreign Currency Transactions

Foreign currency transactions are translated into the functional currency using exchange rates at the date of the transaction. The council does not have any foreign currency denominated monetary assets and liabilities.

(g) Provisions

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

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2019 (CONTINUED)

		As at 31st March 2019 ₹	As at 31st March 2018 ₹
2	**COUNCIL'S CORPUS**		
	Balance as at the beginning of the year	4,127,180	4,057,180
	Entrance Fee received during the year	55,000	70,000
	Total	4,182,180	4,127,180
3	**RESERVES & SURPLUS**		
a)	Legal Expense Fund		
	As at the beginning of the year	6,103,923	2,330,907
	Contribution received during the year	-	4,675,000
	Payments to Counsels	(610,000)	(901,984)
	As at the end of the year	5,493,923	6,103,923
b)	Accumulation under section 11(2) of the Income Tax Act 1961		
	As at the beginning of the year	35,179,235	27,147,127
	Accumulation for the current year	11,200,000	13,800,000
		46,379,235	40,947,127
	Amount utilized for purpose for which accumulation was made	(6,477,428)	(5,767,892)
	As at the end of the year	39,901,807	35,179,235
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	20,000,000	19,050,000
	Amount utilized during the year	(20,000,000)	(19,050,000)
	Transferred during the year from surplus in the Statement of income and expenditure	19,000,000	20,000,000
	As at the end of the year	19,000,000	20,000,000
d)	Accumulation under section 11(1)(a) of the Income Tax Act 1961		
	As at the beginning of the year	38,842,625	31,352,043
	Accumulated during the year	7,602,636	7,490,582
	As at the end of the year	46,445,261	38,842,625
e)	Surplus in the statement of Income and Expenditure		
	As at the beginning of the year	14,639,043	3,473,156
(i)	Surplus for the year	12,252,329	27,638,577
(ii)	Transferred from accumulation under section 11 (2) as amount no longer required	6,477,428	5,767,892
(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	20,000,000	19,050,000
		53,368,800	55,929,625
	Appropriations :		
(i)	Amount pursuant to option exercised under clause (2) of Explanation to section 11 (1) of the Income Tax Act 1961	(19,000,000)	(20,000,000)
(ii)	Accumulation under section 11 (2) of the Income tax Act 1961 in respect of the current year	(11,200,000)	(13,800,000)
(iii)	Accumulation under section 11 (1) (a) of the Income tax Act 1961	(7,602,636)	(7,490,582)
	As at the end of the year	15,566,164	14,639,043
	Total	126,407,155	114,764,826

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2019 (CONTINUED)

		As at 31st March 2019 ₹	As at 31st March 2018 ₹
4	**LONG-TERM LIABILITES**		
	Advances received	-	127,220
	Total	-	127,220
5	**LONG-TERM PROVISIONS**		
	Provision for employee benefits (Being provision for Leave Encashment)	1,550,457	1,197,376
	Total	1,550,457	1,197,376
6	**TRADE PAYABLES**	600,281	1,046,760
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)	Statutory Liabilities	330,493	252,150
(b)	Advance Payments	1,666,720	242,968
	Total	1,997,213	495,118

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2019 (CONTINUED)

8 FIXED ASSETS

Tangible Assets

	Description of the Assets	COST				DEPRECIATION				NET BOOK VALUE	
		As at 1st April 2018 ₹	Additions during the year ₹	Deductions / Adjustments ₹	As at 31st March 2019 ₹	Upto 1st April 2018 ₹	For the year ₹	Deductions / Adjustments ₹	Upto 31st March 2019 ₹	As at 31st March 2019 ₹	As at 31st March 2018 ₹
(a)	Computers	1,808,764	580,972	65,870	2,323,866	1,386,600	310,932	65,869	1,631,663	692,203	422,164
(b)	Office Equipments	255,759	-	-	255,759	198,219	20,873	-	219,092	36,667	57,540
(c)	Furniture & Fixtures	157,381	54,200	40,950	170,631	74,443	16,016	26,982	63,477	107,154	82,938
	Total	**2,221,904**	**635,172**	**106,820**	**2,750,256**	**1,659,262**	**347,821**	**92,851**	**1,914,232**	**836,024**	**562,642**
	Previous Year's Total	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

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2019 (CONTINUED)

		As at 31st March 2019 ₹	As at 31st March 2018 ₹
9	**NON-CURRENT INVESTMENTS**		
	Non Trade Investments (Unquoted at cost)		
(a)	Fixed Deposits with Housing Development Finance Corporation Limited		
(i)	Nil (Previous year 2) 8.25% Deposits of ₹ 2,000,000/- each Cumulative Income Plan	-	4,000,000
(ii)	Nil (Previous year 1) 7.80% Deposit of ₹ 1,000,000/- Annual Income Plan	-	1,000,000
(iii)	Nil (Previous year 1) 7.80% Deposit of ₹ 500,000/- Annual Income Plan	-	500,000
(iv)	Nil (Previous year 1) 7.40% Deposit of ₹ 3,000,000/- Cumulative Income Plan	-	3,000,000
(v)	Nil (Previous year 1) 7.40% Deposit of ₹ 3,000,000/- Annual Income Plan	-	3,000,000
(vi)	Nil (Previous year 1) 7.40% Deposit of ₹ 2,000,000/- Annual Income Plan	-	2,000,000
(vii)	Nil (Previous year 1) 7.40% Deposit of ₹ 1,500,000/- Annual Income Plan	-	1,500,000
(viii)	1 (Previous year 1) 7.40% Deposit of ₹1,000,000/- Annual Income Plan	1,000,000	1,000,000
(ix)	1 (Previous year 1) 7.40% Deposit of ₹500,000/- Annual Income Plan	500,000	500,000
(x)	2 (Previous year 2) 7.40% Deposits of ₹2,000,000/- each Annual Income Plan	4,000,000	4,000,000
(xi)	1 (Previous year 1) 7.40% Deposit of ₹1,500,000/- Annual Income Plan	1,500,000	1,500,000
(xii)	1 (Previous year Nil) 8.10% Deposits of ₹8,000,000/- Annual Income Plan	8,000,000	-
(xiii)	1 (Previous year Nil) 8.10% Deposit of ₹9,000,000/- Annual Income Plan	9,000,000	-
		24,000,000	22,000,000
(b)	Fixed Deposits with L I C Housing Finance Limited		
(i)	1 (Previous year Nil) 8.25 % Deposit of ₹ 3,000,000/- Non Cumulative Income Plan	3,000,000	-
(ii)	1 (Previous year Nil) 8.25% Deposits of ₹1,000,000/- Non Cumulative Income Plan	1,000,000	-
(iii)	Nil (Previous year 1) 9.60 % Deposit of ₹ 4,000,000/- Cumulative Income Plan	-	4,000,000

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2019 (CONTINUED)

		As at 31st March 2019 ₹	As at 31st March 2018 ₹
(iv)	Nil (Previous year 1) 8.40% Deposits of ₹1,000,000/- each Non Cumulative Income Plan	-	1,000,000
(v)	Nil (Previous year 4) 8.40% Deposits of ₹1,500,000/- each Cumulative Income Plan	-	6,000,000
(vi)	Nil (Previous year 2) 8.40% Deposits of ₹2,000,000/- each Cumulative Income Plan	-	4,000,000
(vii)	Nil (Previous year 4) 8.40% Deposits of ₹1,000,000/- each Cumulative Income Plan	-	4,000,000
(viii)	Nil (Previous year 1) 8.40% Deposit of ₹2,000,000/- Non Cumulative Income Plan	-	2,000,000
(ix)	Nil (Previous year 2) 8.40% Deposits of ₹ 1,500,000/- each Non Cumulative Income Plan	-	3,000,000
(x)	Nil (Previous year 1) 8.15% Deposit of ₹300,000/- Non Cumulative Income Plan	-	300,000
(xi)	Nil (Previous year 3) 8.15% Deposits of ₹ 1,000,000/- each Non Cumulative Income Plan	-	3,000,000
(xii)	Nil (Previous year 2) 8.15% Deposits of ₹2,000,000/- each Non Cumulative Income Plan	-	4,000,000
(xiii)	Nil (Previous year 1) 8.15% Deposit of ₹100,000/- Non Cumulative Income Plan	-	100,000
(xiv)	Nil (Previous year 2) 8.40% Deposits of ₹1,000,000/- each Non Cumulative Income Plan	-	2,000,000
(xv)	Nil (Previous year 1) 8.40% Deposit of ₹500,000/- Non Cumulative Income Plan	-	500,000
(xvi)	2 (Previous year Nil) 8.25% Deposits of ₹1,000,000/- each Non Cumulative Income Plan	2,000,000	-
(xvii)	1 (Previous year Nil) 8.25% Deposit of ₹500,000/- Non Cumulative Income Plan	500,000	-
		6,500,000	33,900,000
(c)	Fixed Deposits with PNB Housing Finance Limited		
(i)	Nil (Previous year 2) 7.90 % Deposits of ₹ 1,000,000/- each Cumulative Income Plan	-	2,000,000
(ii)	2 (Previous year 2) 7.40 % Deposits of ₹ 2,000,000/- Cumulative Income Plan	4,000,000	4,000,000
		4,000,000	6,000,000

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2019 (CONTINUED)

		As at 31st March 2019 ₹	As at 31st March 2018 ₹
(d)	Fixed Deposits with Can Fin Homes Limited		
(i)	1 (Previous year 1) 7.60 % Deposit of ₹ 2,500,000/- Non Cumulative Income Plan	2,500,000	2,500,000
(ii)	1 (Previous year 1) 7.10 % Deposit of ₹ 3,300,000/- Non Cumulative Income Plan	3,300,000	3,300,000
		5,800,000	5,800,000
(e)	Fixed Deposits with ICICI Bank Limited		
(i)	Nil (Previous Year 1) 6.75% Deposit of ₹ 13,65,688/- Cumulative Income Plan	-	1,365,688
		-	1,365,688
	Total	**40,300,000**	**69,065,688**
10	**LONG-TERM LOANS AND ADVANCES** (Unsecured considered good)		
(a)	Security Deposits	6,106,000	6,114,190
(b)	Prepaid taxes	3,496,030	3,244,987
	Total	**9,602,030**	**9,359,177**
11	**OTHER NON-CURRENT ASSETS**		
(a)	Interest accrued on investments	436,567	4,973,214
	Total	**436,567**	**4,973,214**
12	**CURRENT INVESTMENTS** Non Trade Investments (Unquoted at cost)		
(a)	Fixed Deposits with Housing Development Finance Corporation Limited		
(i)	2 (Previous year Nil) 8.25% Deposits of ₹ 2,000,000/- each Cumulative Income Plan	4,000,000	-
(ii)	1 (Previous year Nil) 7.80% Deposit of ₹ 1,000,000/- Annual Income Plan	1,000,000	-
(iii)	1 (Previous year Nil) 7.80% Deposit of ₹ 500,000/- Annual Income Plan	500,000	-
(iv)	1 (Previous year Nil) 7.40% Deposit of ₹ 3,000,000/- Cumulative Income Plan	3,000,000	-
(v)	1 (Previous year Nil) 7.40% Deposit of ₹ 3,000,000/- Annual Income Plan	3,000,000	-

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2019 (CONTINUED)

		As at 31st March 2019 ₹	As at 31st March 2018 ₹
(vi)	1 (Previous year Nil) 7.40% Deposit of ₹ 2,000,000/- Annual Income Plan	2,000,000	-
(vii)	1 (Previous year Nil) 7.40% Deposit of ₹ 1,500,000/- Annual Income Plan	1,500,000	-
		15,000,000	-
(b)	Fixed Deposit with L I C Housing Finance Limited		
(i)	Nil (Previous year 1) 8.40% Deposit of ₹3,000,000/- Non Cumulative Income Plan	-	3,000,000
(ii)	1 (Previous year Nil) 9.60 % Deposit of ₹ 4,000,000/- Cumulative Income Plan	4,000,000	-
(iii)	4 (Previous year Nil) 8.40% Deposits of ₹1,500,000/- each Cumulative Income Plan	6,000,000	-
(iv)	2 (Previous year Nil) 8.40% Deposits of ₹2,000,000/- each Cumulative Income Plan	4,000,000	-
(v)	4 (Previous year Nil) 8.40% Deposits of ₹1,000,000/- each Cumulative Income Plan	4,000,000	-
(vi)	1 (Previous year Nil) 8.40% Deposit of ₹2,000,000/- Non Cumulative Income Plan	2,000,000	-
(vii)	2 (Previous year Nil) 8.40% Deposits of ₹ 1,500,000/- each Non Cumulative Income Plan	3,000,000	-
(viii)	1 (Previous year Nil) 8.15% Deposit of ₹300,000/- Non Cumulative Income Plan	300,000	-
(ix)	3 (Previous year Nil) 8.15% Deposits of ₹ 1,000,000/- each Non Cumulative Income Plan	3,000,000	-
(x)	2 (Previous year Nil) 8.15% Deposits of ₹2,000,000/- each Non Cumulative Income Plan	4,000,000	-
(xi)	1 (Previous year Nil) 8.15% Deposit of ₹100,000/- Non Cumulative Income Plan	100,000	-
(c)	Legal Expense Fund Fixed Deposits with HDFC Bank Limited	30,400,000	3,000,000
(i)	Nil (Previous year 1) 6.90% Deposit of ₹200,000/-	-	200,000
(ii)	Nil (Previous year 1) 6.75% Deposit of ₹249,808/-	-	249,808
(iii)	Nil (Previous year 1) 6.75% Deposit of ₹600,000/-	-	600,000
(iv)	Nil (Previous year 1) 6.75% Deposit of ₹650,000/-	-	650,000
(v)	Nil (Previous year 1) 6.75% Deposit of ₹448,648/-	-	448,648

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2019 (CONTINUED)

		As at 31st March 2019 ₹	As at 31st March 2018 ₹
(vi)	Nil (Previous year 1) 6.75% Deposit of ₹126,923/-	-	126,923
(vii)	Nil (Previous year 1) 6.95% Deposit of ₹10,174/-	-	10,174
(viii)	Nil (Previous year 1) 6.75% Deposit of ₹175,000/-	-	175,000
(ix)	Nil (Previous year 1) 6.75% Deposit of ₹825,000/-	-	825,000
(x)	Nil (Previous year 1) 6.75% Deposit of ₹300,000/-	-	300,000
(xi)	Nil (Previous year 1) 6.75% Deposit of ₹950,000/-	-	950,000
(xii)	Nil (Previous year 1) 6.75% Deposit of ₹1,275,000/-	-	1,275,000
(xiii)	Nil (Previous year 1) 6.75% Deposit of ₹300,000/-	-	300,000
(xiv)	Nil (Previous year 1) 6.75% Deposit of ₹175,000/-	-	175,000
(xv)	1 (Previous year Nil) 6.85% Deposit of ₹200,000/-	200,000	-
(xvi)	1 (Previous year Nil) 7.30% Deposit of ₹249,808/-	249,808	-
(xvii)	1 (Previous year Nil) 7.30% Deposit of ₹600,000/-	600,000	-
(xviii)	1 (Previous year Nil) 7.30% Deposit of ₹650,000/-	650,000	-
(xix)	1 (Previous year Nil) 7.30% Deposit of ₹448,648/-	448,648	-
(xx)	1 (Previous year Nil) 7.30% Deposit of ₹126,923/-	126,923	-
(xxi)	1 (Previous year Nil) 6.65% Deposit of ₹10,174/-	10,174	-
(xxii)	1 (Previous year Nil) 7.30% Deposit of ₹175,000/-	175,000	-
(xxiii)	1 (Previous year Nil) 7.30% Deposit of ₹825,000/-	825,000	-
(xxiv)	1 (Previous year Nil) 7.30% Deposit of ₹300,000/-	300,000	-
(xxv)	1 (Previous year Nil) 7.30% Deposit of ₹759,534/-	759,534	-
(xxvi)	1 (Previous year Nil) 7.30% Deposit of ₹1,275,000/-	1,275,000	-
(xxvii)	1 (Previous year Nil) 7.30% Deposit of ₹300,000/-	300,000	-
(xxviii)	1 (Previous year Nil) 7.30% Deposit of ₹175,000/-	175,000	-
(xxix)	1 (Previous year Nil) 7.00% Deposit of ₹125,000/-	125,000	-
(xxx)	1 (Previous year Nil) 7.00% Deposit of ₹250,000/-	250,000	-
		6,470,087	6,285,553
(d)	Fixed Deposits with PNB Housing Finance Limited		
(i)	2 (Previous year Nil) 7.90 % Deposits of ₹ 1,000,000/- each Cumulative Income Plan	2,000,000	-
		2,000,000	-
	Total	**53,870,087**	**9,285,553**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2019 (CONTINUED)

		As at 31st March 2019 ₹	As at 31st March 2018 ₹
13	**TRADE RECEIVABLES**		
	(Unsecured)		
(a)	Outstanding for a period exceeding six months from the date they are due for payment		
(i)	Considered good	29,500	20,650
(ii)	Considered doubtful	-	625
	Provision for doubtful Debts	-	(625)
		29,500	20,650
(b)	Other debts considered good	1,996,048	1,404,369
	Total	**2,025,548**	**1,425,019**
14	**CASH AND BANK BALANCES**		
(a)	Cash and Cash equivalents		
(i)	Cash in hand	27,687	10,265
(ii)	Balance with Banks		
	Savings Account	8,130,011	5,353,857
	Current Account	1,811,700	1,841,314
		9,969,398	7,205,436
(b)	Short-Term Bank Deposits	1,452,951	16,192,000
	Total	**11,422,349**	**23,397,436**
15	**SHORT-TERM LOANS AND ADVANCES**		
	(Unsecured considered good)		
(a)	Security Deposits	1,890,000	1,140,000
(b)	Prepaid Taxes	2,919,711	1,279,126
(c)	Other amounts recoverable in cash or in kind or for value to be received	3,825,260	767,736
	Total	**8,634,971**	**3,186,862**
16	**OTHER CURRENT ASSETS**		
(a)	CENVAT Credit under Service Tax	-	365,050
(b)	Interest accrued on Investments and Bank Deposits	7,609,710	137,839
	Total	**7,609,710**	**502,889**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2019 (CONTINUED)

		Year Ended 31st March 2019 ₹	Year Ended 31st March 2018 ₹
17	**REVENUE FROM OPERATIONS**		
(a)	Membership Subscription	30,982,000	27,071,250
(b)	Complaints Processing Charges	11,333,374	9,271,716
(c)	E-Learning Fee	44,500	568,000
(d)	Fee for Monitoring Websites	-	638,294
	Total	**42,359,874**	**37,549,260**
18	**OTHER INCOME**		
(a)	Interest income		
(i)	Interest on Bank deposits	1,292,262	896,250
(ii)	Interest on Investments	7,284,469	5,989,451
(iii)	Other interest	-	30,296
	Total	8,576,731	6,915,997
(b)	Rent received	-	862,500
(c)	Miscellaneous Income	8,403	2,581
(d)	Sundry Balances Written Back	41,701	-
	Total	**8,626,835**	**7,781,078**
19	**EMPLOYEE BENEFITS EXPENSE**		
(a)	Salaries, Allowances, Bonus and Incentives	14,289,069	11,386,631
(b)	Staff Welfare Expenses	97,363	99,858
(c)	Contribution to Group Gratuity Cash Accumulation Plan	698,113	268,160
	Total	**15,084,545**	**11,754,649**

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2019 (CONTINUED)

		Year Ended 31st March 2019 ₹	Year Ended 31st March 2018 ₹
20	**OPERATION AND OTHER EXPENSES**		
(a)	Legal & Professional Charges (See Note (i) below)	5,745,514	4,775,029
(b)	Rent Paid	3,537,888	2,677,437
(c)	Honorarium and Independent Review Process Fee	3,935,592	2,797,500
(d)	Printing & Stationery	527,376	423,500
(e)	Travelling & Conveyance	315,087	864,078
(f)	Telephone Charges	145,381	162,591
(g)	Electricity Charges	201,931	173,219
(h)	Repairs & Maintenance	307,691	298,309
(i)	IT Support Charges	426,000	376,920
(j)	Auditors' Remuneration (see Note.ii below)	75,000	66,575
(k)	Expenses on Monitoring of Advertisements	3,194,400	2,907,630
(l)	Website Expenses	573,270	742,465
(m)	ASCI Awareness Expenses	2,140,898	2,443,571
(n)	Provision for Doubtful debts	-	625
(o)	Input Tax Credit Expended	-	463,728
(p)	Irrecoverable amounts written off	841,840	11,908
(q)	Miscellaneous Expenses (See Note (iii) below)	1,334,146	1,202,075
	Total	**23,302,014**	**20,387,160**

Notes:-

(i) Legal and Professional Charges include the following payments to M/s Lalit Khanna & Associates which is the 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	55,000	45,000
(b) Other services	83,250	-
	138,250	45,000

(ii) Auditors' remuneration comprises:-

Audit fees	75,000	65,000
Other services	-	1,575
	75,000	66,575

(iii) Miscellaneous Expenses include :-

Insurance	86,434	25,404

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2019 (CONTINUED)

		Year Ended 31st March 2019 ₹	Year Ended 31st March 2018 ₹
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)	241,067	279,472

22 Disclosure of transactions between the Company and Related parties and the status of outstanding balances as at 31st March, 2019 (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	1,171,875 (1,089,912)
Balance payable as on 31st March 2019	As above		108,242 (98,956)

23 In the Income tax Assessment for the Assessment Year 2016-17, the Assessing officer has denied exemption under section 11 of the Income Tax Act, 1961 and has raised a net demand of Rs. 13,76,215 after giving credit of tax deducted at source of Rs. 11,27,411. An appropriate appeal has been submitted to the Commissioner of Income Tax (Appeals). A part payment of Rs. 2,75,243 has been paid as required by the Assessing Officer. If exemption under section 11 is allowed, the Council will be due a refund of Rs.14,02,654 (11,27,411 + 2,75,243). Subject to the above, there is a contingent liability against the Council for Rs.11,00,972 (13,76,215 - 2,75,243) being claim against the Council not acknowledged as debt.

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

Signatures to Notes 1 to 24

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

(Lalit Khanna)
Partner
Membership No. 5185

Place : Mumbai
Date : 11th July, 2019

For and on behalf of the Board of Governors

Rohit Gupta
Vice Chairman
DIN: 06955667

Shashidhar Sinha
Member
DIN:00953796

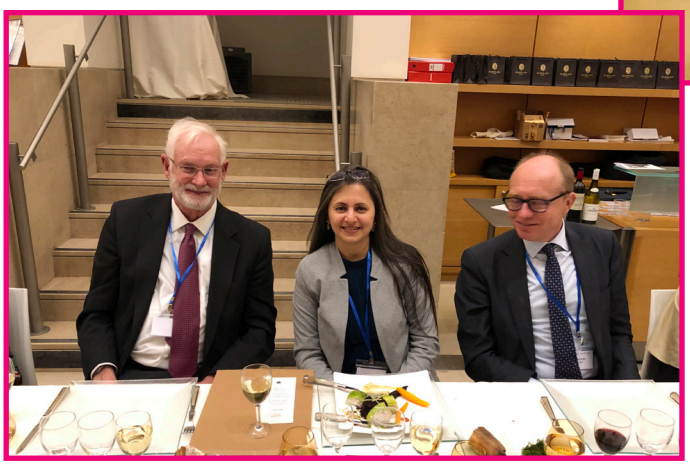
Subhash Kamath
Member
DIN: 01731923

Place : Mumbai
Date : 11th July, 2019

International Council on Advertising Self-Regulation (ICAS) Annual Meeting in Paris - 2019



ASCI was awarded a special recognition for its “Guidelines for Celebrities in Advertising” at the first-ever ‘Global Awards for Effective Advertising Self-Regulation’.











ASCI has been re-elected to the Executive Committee of ICAS for an additional two years!

ASCI

ASCI IN NEWS

‘Our focus will be on ensuring better compliance’

THE BL INTERVIEW

The Advertising Standards Council of India, the industry watchdog that cracks down on misleading ads, has a new chairman in D. Shivakumar, group executive president, corporate strategy, at the Aditya Birla group. It’s a hard task keeping an eye on brands and their advertising in a market where total ad expenditure is over ₹70,000 crore. **Vinay Kamath** *and* **Chitra Narayanan** *find out how the veteran marketer is going to execute his new role. Edited excerpts:*

What will be your agenda as ASCI chairman?

The first item on the agenda is to build awareness about ASCI among consumers. We need more consumers to be aware of ASCI, and hence their rights, when it comes to exercising them against poor communication.

Secondly, the focus will be on strengthening our collaboration with government, regulators, advertisers, advertising agencies and media owners. Building a stronger ecosystem is in everyone’s interest.

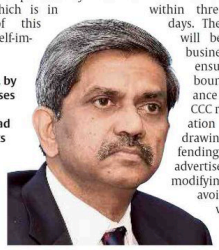
Apart from this, the focus will be on ensuring we have better compliance in place by looking at the new-age digital medium and how it impacts consumers and communication.

What measures do you envisage to make ASCI a more powerful and responsive body — also one that erring advertisers will heed?

ASCI has excellent collaborations with the Ministry of Information and Broadcasting, and Department of Consumer (DoCA), Food Safety Standards Authority of India (FSSAI), Ministry of Health (expert committee for HFSS) and AYUSH. My goal will be to strengthen the ecosystem and ASCI’s role in the eco system. We must recognise that this is a self-regulation system.

Will you dialogue with advertisers to ensure better self-regulation?

Advertising is an important and legitimate means for the brand owner to talk with the consumer. The responsibility for the observance of this Code for Self-Regulation in Advertising lies with all who commission, create, place or publish any advertisement or assist in the creation or publishing of any advertisement. All advertisers, advertising agencies and media are expected not to commission, create, place or publish any advertisement which is in contravention of this Code. This is a self-imposed discipline.



Often, in the past, by the time ASCI passes its strictures, the erring campaign/ad would have run its course. How are you going to act faster?

ASCI has collaborated with several Government bodies to make the process of self-regulation in advertising more effective. Our continuous endeavour is to make this process smooth and easy for the consumers. The introduction of the digital initiative “Snap and WhatsApp” has helped to raise grievances with great ease.

If the complaint is upheld, then the advertiser and its agency as well as media (if it was referred to in the complaint) will be informed of the CCC recommendation within three business days. The advertiser will be given 10 business days to ensure time-bound compliance with the CCC recommendation by withdrawing the offending advertisement or modifying it so as to avoid contravening the ASCI Code.

If a positive response is not received or compliance is not assured by the advertiser, within 10 business days as above, a letter from the Vice-Chairman, ASCI, will be dispatched to the Advertiser requesting their compliance commitment immediately, no later than five business days from the last due date for compliance, to the withdrawal of the offending advertisement or its appropriate modification so as to avoid contravening the ASCI Code.

For TV advertisements, this communication will also be sent to all TV channels and the Electronic Media Monitoring Cell (EMMC) of the Ministry of Information and Broadcasting. With this elaborate and efficient process we are doing our best to curb misleading advertisements and protect consumers from deceptive information.

> *The introduction of the digital initiative “Snap and WhatsApp” has helped to raise grievances with great ease*
>
> **D. SHIVAKUMAR**
> Chairman, Advertising Standards Council of India

Any ordinary citizen can file a complaint, right? Has the number of complaints gone up?

Yes, consumers can file a complaint against a misleading advertisement on the ASCI website or by downloading a mobile application.

Consumers can register their grievances against objectionable advertisements free of cost and with great ease by using ASCI’s WhatsApp number +91 77100 12345.

This proactive step by the Council empowers consumers to register their grievances against objectionable advertisements free of cost and with great ease. By virtue of ongoing promotions on ASCI’s social media handles, ASCI’s WhatsApp number has increased its outreach and contributes to approximately 15 per cent of total complaints received. This will only grow in the coming months.

Complaints against a total of 2,641 advertisements were received in 2017-18.

This increase in number is due to several initiatives put forth by ASCI to increase awareness against misleading advertisements amongst citizens.

Are you also looking at newer forms of issues with advertising — such as gender stereotyping?

We have a lot of stereotyping in advertising, some of it is celebratory, like the role of a mother as a unifier and her love in a family.

One cannot argue against that depiction in any way; it is universal. Some of the stereotypes are not applicable, like the role of a woman in society.

Sixty three per cent of India is made up of nuclear families and things are more equal than before in terms of gender role equality. I think a segment which will be targeted in communication in the coming years will be the senior citizens. Again, stereo typing could be a problem here. So we have to be sensitive and watch these.

ADGULLY ADVERTISING MARKETING MEDIA EXCLUSIVES ENTERTAINMENT EVENTS

ASCI processes complaints against 415 ads; 373 ads with misleading claims



In December 2018 and January 2019, ASCI investigated complaints against 415 advertisements, of which the advertisers ensured corrective action for 125 advertisements as soon as they received the complaints from ASCI. ASCI’s Consumer Complaints Council (CCC) upheld complaints against 230 advertisements from a total of 290 advertisements evaluated by them. Of these 230 advertisements, 106 belonged to the Education sector, 61 to the Healthcare sector, 32 to the Food & Beverages sector, 9 to Personal care, and 22 were from the ‘Others’ category.

Among several advertisements that were examined, the CCC observed that in two separate cases renowned cricketers were endorsing liquor brands that did not meet the ASCI Guidelines for Qualification of Brand Extension of Product or Service. Additionally, a famous Bollywood celebrity was seen endorsing two face cream product variants of the same brand, both made absolute claims of removal of skin marks, which were unsubstantiated and hence, misleading. Advertisements for two hair oil brands featuring celebrities were also considered misleading. Claims regarding mosquito repellent product by a famous Bollywood celebrity and claims regarding an online pharmacy endorsed by a cricketer were considered to be unsubstantiated. These advertisements were in violation of ASCI Guidelines on Celebrities in Advertising.

A significant number of complaints looked into by the CCC pertained to Education sector arising out of Suo Motu surveillance activity by ASCI followed by Healthcare products and services. The most common reason for upholding complaints were unsubstantiated and exaggerated claims that exploit consumers’ lack of knowledge.

D Shivakumar, Chairman, ASCI, said, “Being a self-regulatory organisation in advertising, ASCI’s efforts have always been towards protecting the interest of consumers. In order to create mass consumer awareness about objectionable advertisements, Ministry of Information and Broadcasting (MIB) issued an advisory for a scroller to be carried by all TV broadcasters in support of self-regulation for grievance against objectionable advertisements that refers to ASCI. With more and more TV channels carrying the ASCI WhatsApp number 77100 12345 in a scroller, there has been over a tenfold increase in consumers reaching out to ASCI. The impact of this scroller is evident from this consumer video testimonial (https://www.youtube.com/watch?v=8_nKXkJJC1c).”

ADGULLY ADVERTISING MARKETING MEDIA EXCLUSIVES ENTERTAINMENT EVENTS

Why do brands continue to make misleading claims in ads: An industry perspective

Ads violating the advertising code and making misleading claims are on the rise despite strong measures to check violations. In January 2019, the Ministry of Information & Broadcasting (MIB) issued an advisory to all broadcasters, directing them to run a scroller stating: “Objectionable ads? Complain to The Advertising Standards Council of India (ASCI) on 7710012345 or ascionline.org”.

Rule 7 (9) of the Cable Television Networks Rules, 1994, states, “No advertisement, which violates the Code for self-regulation in advertising, as adopted by the Advertising Standards Council of India (ASCI), Mumbai for public exhibition in India from time to time, shall be carried in the cable service.”



Adgully spoke to **Shweta Purandare, Secretary General, ASCI,** to have an understanding of the process of monitoring ads, complaints redressal mechanism, measures in place to penalise the violators and more.

As per ASCI’s note in December 2018, 558 out of 590 complaints against ads making misleading claims were upheld. Do you see ads violating the Advertising Code on the rise?

ASCI processes all types of complaints received directly from consumers as well as complaints received on the Government portal GAMA (Grievance Against Misleading Advertisements). In addition, ASCI through National Advertising Monitoring Service (NAMS), its Suo moto monitoring of all TV and Print ads, looks into hundreds of potentially misleading advertisements. Our experience over the years has shown that advertisements that are most complained against and those picked through NAMS are about misleading claims. Over the last few years, we find that the highest incidences of misleading advertisements are in Healthcare products and Services sector and the Education sector.

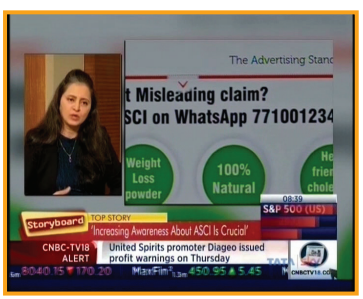
एएससीआई चेयरमैन बने डी. शिवकुमार

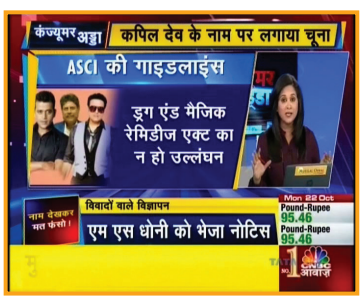


नई दिल्ली। आदित्य बिरला समूह के कॉरपोरेट स्ट्रैटेजी के कार्यकारी प्रेसिडेंट डी. शिवकुमार को एडवर्टाइजिंग स्टैंडड्र्स काउंसिल ऑफ इंडिया (एएससीआई) के बोर्ड का चेयरमैन चुना गया। वह 3 वर्षों से बोर्ड ऑफ गवर्नर के सदस्य हैं। शिवकुमार के पास उपभोक्ता उत्पाद व लग्जरी उद्योग में सेल्स, मार्केटिंग और जेनरल मैनेजमेंट का 19 वर्षों से अधिक का अनुभव है। सोनी पिक्चर्स नेटवर्क्स इंडिया के नेटवर्क सेल्स व इंटरनेशनल बिजनेस के प्रेसिडेंट रोहित गुप्ता को वाइस-चेयरमैन तथा मीडिया ब्रांड्स के सीईओ शशिधर सिन्हा को फिर से मानद कोषाध्यक्ष बनाया गया है। ब्यूरो









ASCI IN NEWS

livemint



Apart from the scroller, the ministry also asked channels to adhere to the Programme and Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 (iStock)

Govt asks TV channels to run scroll to report objectionable ads

1 min read . Updated: 25 Jan 2019, 11:31 PM IST

Saumya Tewari

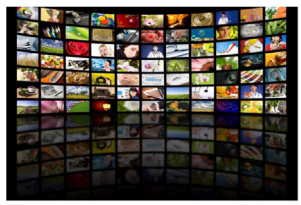
- So far television channels had been running a ticker asking viewers to report objectionable programming content
- The scroller will read: Objectionable ads? Complain to The Advertising Standards Council of India (ASCI) 7710012345ascionline.org

ET BRANDEQUITY

MIB Advisory: Scroller to be carried by broadcasters in support of self-regulation for grievance against objectionable ads

In order to create mass consumer awareness about the self-regulatory mechanism of ASCI all TV channels are hereby advised to run a scroller: "Objectionable ads? Complain to The Advertising Standards Council of India (ASCI) 7710012345 ascionline.org"

ETBrandEquity | Updated: February 04, 2019, 14:05 IST



OBJECTIONABLE ADVERTISEMENTS

Channels Told to Advise Viewers to Complain

Ratna.Bhushan
@timesgroup.com

New Delhi: The ministry of information & broadcasting (I&B) has advised broadcasters to carry an on-air message, encouraging viewers to complain about objectionable commercials to the Advertising Standards Council of India (ASCI).

The advisory, uploaded on the ministry website, stated that broadcasters need to carry the message in the form of a scroll on the screen to support self-regulation. It said the objective is to "create mass consumer awareness" about the self-regulatory mechanism of the advertising regulatory body.

"The move is pro-consumer and will protect consumer interests against advertising that is objectionable and misleading," said Shweta Purandare, secretary general of ASCI, which drew up the code for self-regulation in advertising.

All programmes and ads telecast on television channels, transmitted and retransmitted through the cable TV network are required to adhere to the programme and advertising codes prescribed under the Cable Television Networks (Regulation) Act, the advisory stated. No ad that violates the self-regulation code, as adopted by ASCI in Mumbai, shall be carried by cable services, it added.

ASCI's self-regulation code on advertising content includes guidelines on truthful and honest representation of facts, non-offensive messaging and safeguards against indiscriminate advertising of products that are hazardous or unacceptable to society at large.

The code applies to ads heard or viewed in India even if they originate or are published abroad as long as they are directed to consumers in India or are exposed to a significant number of consumers in India.

Advertisers and advertising agencies are required to produce substantiation of facts when called upon by the regulatory body. Where ad claims are based on or supported by independent research or assessment, the source and dates should be indicated in the ad. Ads should not distort facts or mislead consumers and should not be framed to abuse consumers' trust or exploit their lack of experience or knowledge, as per the code.



THE NEW INDIAN EXPRESS

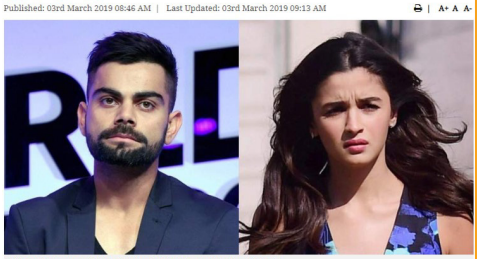
NATION | WORLD | STATES | CITIES | BUSINESS | SPORT | ENTERTAINMENT | GALLERIES | VIDEOS

Home › Business

Ads featuring Virat Kohli, Alia Bhatt violate ASCI's celebrity endorsement guidelines

As for the others, 53 were from the healthcare sector, 36 in the food & beverages sector, 23 in personal care, and 20 from the 'others' category.

Published: 03rd March 2019 08:46 AM | Last Updated: 03rd March 2019 09:13 AM



Indian cricket team captain Virat Kohli and Bollywood actor Alia Bhatt (File | PTI)

By Express News Service

The Advertising Standards Council of India (ASCI), the advertising industry's self-regulatory body, has pulled up four advertisements that have violated its guidelines for celebrity endorsements, including ones featuring cricket star Virat Kohli and actor Alia Bhatt.

ASCI pulls up ads starring Ajay Devgn-Kajol, Tiger Shroff & Shraddha Kapoor for exaggerating product efficacy

PTI | Updated: Dec 20, 2018, 03.15 PM IST

Save

0 Comments



Leading brands in misleading ads list

By Mail Today Bureau in New Delhi

THE ADVERTISING Standards Council of India (ASCI) on Thursday announced that it has found a fresh batch of as many as 192 misleading ads, with those leading including those of prominent brands such as Glaxo SmithKline Consumer (GSK), Hindustan Unilever, Himalaya Drug Company, Ola, Vodafone, LG Electronics and Danone.

FAKE AD BANE

- French dairy giant Danone Group was indicted for its Activia yogurt, which claimed "The only brand with Hydrolyzed Protein."
- GlaxoSmithKline's Horlicks ad claim of "Taller, stronger kid" could be deficient in essential nutrients" was not substantiated
- Heinz India's advertisement's claim, "Enhance IQ", was misleading, subsequently substantiated.



CAUGHT OUT: Kajol poses as a doctor in the Lifebuoy soap ad & Virat Kohli in the Tea Yarn ad (below).



The Horlicks ad of Glaxo-SmithKline and the complaint advertisement flashed by Heinz India's Complan. The Consumer Complaints Council (CCC) of Advertising Standards Council of India (ASCI) evaluated 590 complaints in February.

In the advertisement, celebrity Kajol is seen as a doctor who says "Activia se mera ... mera Silver Lifebuoy" and the last frame of the TV commercial shows four people clad in white coats, placed as mannequins that doctors have endorsed the product. The ASCI found that the advertisement's claim, based on research data, such visual presentation indicating that doctors/dentists/experts recommend the advertised product was considered to be misleading. In its explanation, ASCI has observed: "Hul has also been tagged for its ad on Surfexcella TV. The qualifications of the Ayurvedic doctor pertaining to the USA as featured in the advertisement are not substantiated by the advertisement's claim. Unless we learn here, bathtil gutgev aur ayurvedic doctor ka koi lena by omkaash ji mention ... that it should be 20 ... Ayurvedic Dentage ka bat hua. ASCI pulled up filmstar ... for not offering subject to terms and conditions.

As many as 192 ads were found misleading in 2018

મોટા ભાગની જાહેરાત



Top stars and big brands in bad ads

By Mail Today Bureau in New Delhi

ADVERTISEMENTS endorsed by top-paid celebrities Deepika Padukone, Virat Kohli, Amitabh Bachchan and Alia Bhatt as well as those of leading brands Hindustan Unilever, Glaxo SmithKline Consumer Healthcare and Samsung are among the 191 indicted by Advertising Standards Council of India (ASCI) in March as being misleading.

ASCI, which reviews commercials, health-care topped the list of sectors against which complaints were upheld. As many as 53 misleading advertisements in the food & beverages category, while education sector had 36 and personal care accounted for seven, the ASCI said in its monthly report. The ad-vertisement by Virat Kohli says that the product is "not fried, it's baked" was found to be misleading as the product has 10 calories variants. However, the commercial showed only one variant.

The ad-vertisement's claim in which actor Alia Bhatt is seen saying "Happy Hours Hain" was misleading by implying that consumption of the advertised product would not have any negative impact on health, paving way for weight gain, the watchdog said.

ASCI upheld a complaint against Glaxo SmithKline's Horlicks ad claim that "Taller, stronger kid" could be deficient in essential nutrients" was not substantiated.

Heinz India's advertisement for New Garnier Light Complete Face Wash, featuring actor Alia Bhatt was also pulled up for being misleading through exaggeration.

In the commercial, Bhatt is seen promising her two friends that they will look fairer in just one week's time if they use the product. "Next in the advertisement, we see Alia and her friends with fair skin tone. However, the ad-vertiser's claim, "With new Garnier Light Complete ... in just 7 days, you can achieve 7 tones fairer" was not substantiated," said ASCI.

Similarly, Hindustan Unilever's Fair & Lovely Multivitamin Cream and Samsung Galaxy Note 8 were also pulled up for misleading consumers.

Opps FS, Tata Sky, Hindustan Unilever & Samsung Galaxy Note 8 also pulled up



CAUGHT OUT: In the ad, cricketer Virat Kohli says the chips are not fried, but baked. The claim holds true only three variants. But the ad shows 8 variants.

L'Oreal's Garnier Light Complete Face Cream: The ad featuring actor Alia Bhatt was also pulled up for being misleading through exaggeration.

Cola giants pulled up for dangerous ads

HUL, Colgate-Palmolive also rapped for bad ads

By Mail Today Bureau in New Delhi

FIZZY DRINK giants PepsiCo and Coca-Cola have come under fire for encouraging dangerous behaviour and negligence among users through their commercials, a report by Pepsi and Limca, respectively. The ads are among the 16 against which complaints were upheld by the Advertising Standards Council of India (ASCI) in May.

Of the 16 ads, the complainant ran-ged on the safety issues in a dangerous practice that may influence minors to indulge in it. Besides, it was a report by safety and encourages unsafe practices, ASCI pointed out.

The complaint was submitted another in which claims "Quaker Oats on Top" US were proven and How". The ad, ASCI said, was misleading as it did not in-form to protein qualities is true as against other oats. The disclaimer was not prominent enough.

It pulled up Coca-Cola for its ad which showed a man running on a uneven pavement from a Limca bottle to a Sprite bottle. This cannot be considered as a safe practice as it may lead to serious consequences and encourages negligence and unsafe practices, the ad-vertising watchdog said in its monthly report.

ASCI also found Hindustan Unilever's Lux Cozy Cushion Fabric Conditioner and Colgate-Palmolive's Max Fresh Anti-Cavity Toothpaste misleading. It pulled up Lux for showing Shraddha Kapoor endorsing the product as a "fabric conditioner" when it claims. "Fairy your fabric" and "Fabric conditioner" (HUL) didn't substantiate the claim. Colgate's ad showing "Activated charcoal toothpaste" was not substantiated.



Pepsi ad showing man running on platform with Limca written on bottom left & Sprite written on Pure Dern commercial Ovotoon rights.



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ASCI processes complaints against 590 advertisements, 558 regarding misleading claims

The most common reason for upholding complaints were unsubstantiated claims in the Education sector such as providing "100% placement", "guaranteed immigration", "No.1"

exchange4media Staff | 1 day ago

ASCI

ADVERTISING WITH A CONSCIENCE

In August and September 2018, ASCI investigated complaints against 590 advertisements. For 131 advertisements, the advertisers promptly ensured corrective action as soon as the complaints were received. ASCI's Consumer Complaints Council (CCC) upheld complaints against 355 advertisements from a total of 459 advertisements evaluated by them.

355 ads found violating norms



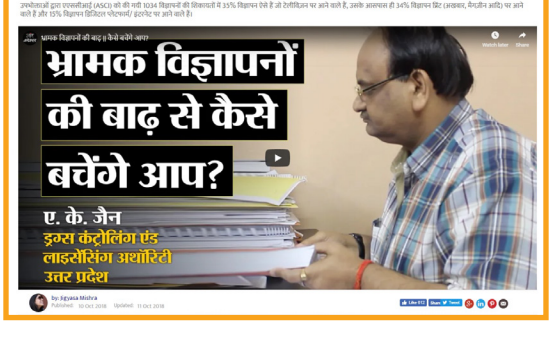
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Updated Jul 29, 2018 | 22:23 IST



भ्रामक विज्ञापनों की बाढ़, कैसे बचेंगे आप?



ASCI awareness campaign on National and World Consumer Rights Day



Thank you

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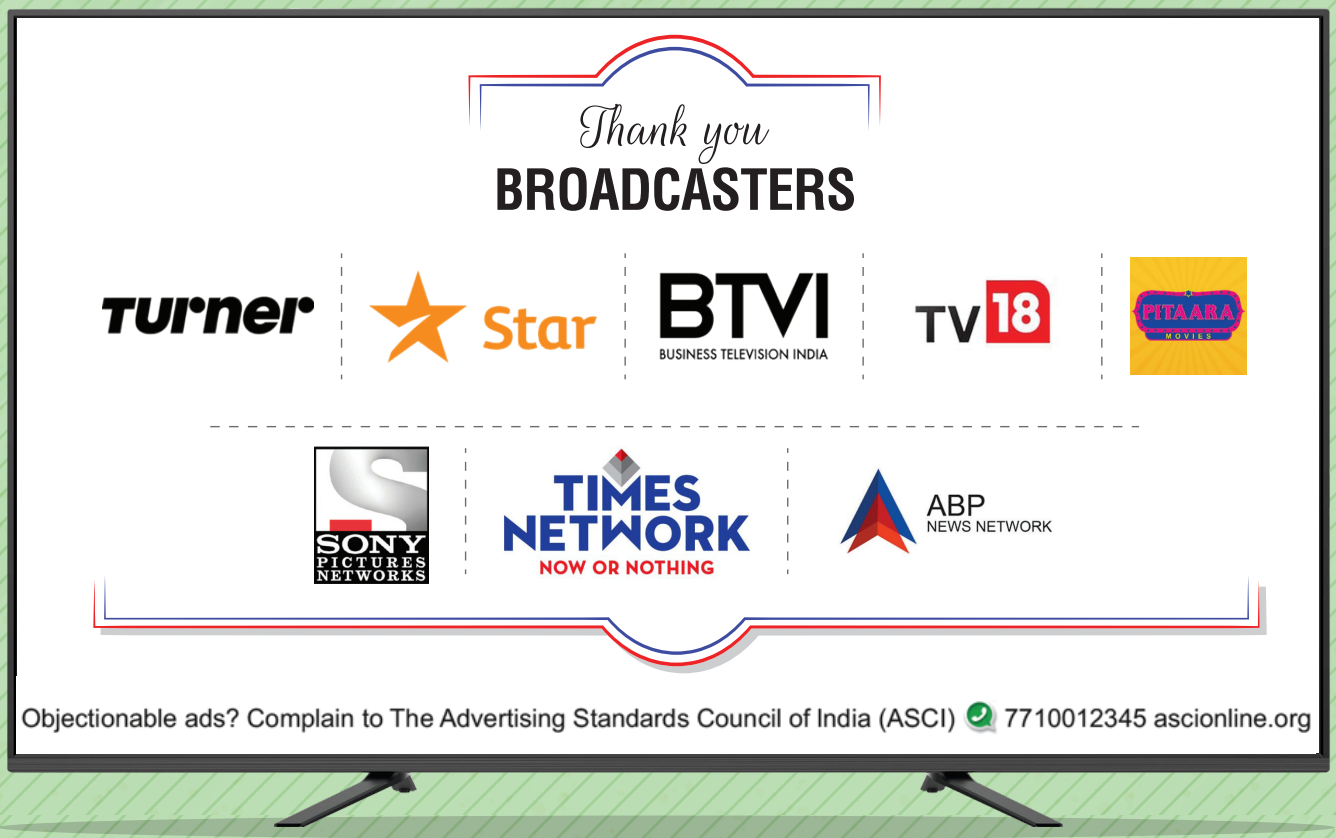
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