ASCI

The Advertising Standards Council Of India

SINCE

1985

Years Legacy of Truth in Advertising

SO YOU CAN TRUST ADVERTISING

34th Report & Accounts of 2019-20

GOVERNMENT CONTINUES ITS SUPPORT TOWARDS SELF-REGULATION IN ADVERTISING

Renewal of DoCA MoU



The Department of Consumer Affairs – ASCI partnership successfully continues for the fifth consecutive year - August, 2019

Meeting with MIB



Shri Prakash Javadekar, I&B Ministry, reaffirmed his confidence in self-regulation and commended the work being carried out by ASCI - March, 2020

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AUDITORS :

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

REGISTERED OFFICE :

B/717 Aurus Chambers, S.S. Amrutwar Marg, Worli, Mumbai 400018

P: 24955077 / 24955076 | Toll: 1800222724

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

Board of Governors



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



Mr. Subhash Kamath
Vice Chairman (ASCI)
Managing Partner
BBH Communications India Pvt. Ltd.



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



Mr. Girish Agarwal
Director
Dainik Bhaskar Group



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



Mr. Harish Bhat
Director
Tata Consumer Products Ltd.



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



Ms. Priya Nair
Executive Director Beauty and Personal Care
Hindustan Unilever Ltd



Prof. S.K. Palekar
Adjunct Professor
Centre for Developmental Education



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



Ms. Abanti Sankaranarayanan
Board Member
International Spirits & Wines Association of India



Mr. D. Shivakumar
Group Executive President
Aditya Birla Management Corporation Pvt. Ltd.



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



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



Mr. Sivakumar Sundaram
President Revenue
Bennett Coleman & Company Ltd

Independent Review Process Panel



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
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
Head of Marketing
Dabur India Limited
Ghaziabad



Mr. Ulhas Joshi (a)
Director
Stratex Enterprises
Navi Mumbai



Ms. Manisha Kapoor
Consultant
Future Brands Ltd.
Mumbai



Ms. Aazmeen Kasad
Advocate - High Court, Mumbai
and Professor of Law
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. Rohit Malkani (b)
Vice President - Marketing
Crompton Greaves Consumer
Electricals Ltd. Mumbai



Mr. Rajiv Mathrani (c)
Executive Vice President &
Marketing Head
Star India Pvt. Ltd Mumbai

(a) w.e.f. 12/2019
(b) w.e.f. 12/2019
(c) w.e.f. 10/2019



Mr. Kartik Mohindra (d)
Chief Marketing Officer
Pernod Ricard India Pvt. Ltd.
Gurgaon



Mrs. Vinita Dang Mohoni
Business & Marketing Strategy
Consultant
Pune



Mr. Burjor D. Nariman
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



Mr. Ashim Sanyal (e)
CEO & Secretary
Consumer VOICE
New Delhi



Dr. Archana Sabnis
Medico Legal and Consumer Law
Consultant Practising at State and
National Consumer Disputes
Redressal Commissions, Mumbai



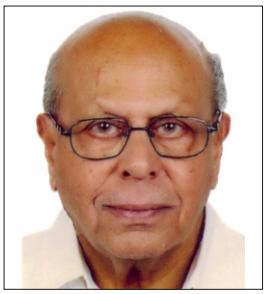
Dr. B. Sesikeran
MD, FNAMS
Former Director National Institute
of Nutrition (ICMR), Hyderabad



Ms. Nisha Singhania (f)
Co-Founder & Director
Ran Ideas Pvt. Ltd.
Mumbai



Mr. Shashank Sinha (g)
Chief Transformation Officer
Eureka Forbes Ltd.
Mumbai



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



Ms. P. N. Vasanti
Director CMS
New Delhi

(d) w.e.f. 03/2020
(e) w.e.f. 02/2020
(f) w.e.f. 08/2019
(g) w.e.f. 06/2019

Board Members Attendance

Attendance of the members of the Board of Governors of The Advertising Standards Council of India at Board Meetings from 383rd meeting held on 9th May, 2019 to the 389th meeting held on 12th March, 2020 (7 Meetings held)

Name of Member		Meeting Applicable	Meeting Attended
Mr. D. Shivakumar		7	5
Mr. Sandeep Kohli	(a)	6	3
Mr. Harish Bhat		7	4
Mr. Madhusudan Gopalan		7	3
Ms. Priya Nair	(b)	1	1
Mr. Rohit Gupta		7	5
Mr. Girish Agarwal		7	2
Mr. Vikas Agnihotri	(c)	6	2
Mr. Sivakumar Sundaram		7	3
Mr. Subhash Kamath		7	6
Mr. Shashidhar Sinha		7	5
Mr. K.V. Sridhar		7	5
Mr. Umesh Shrikhande		7	2
Ms. Abanti Sankaranarayanan		7	3
Prof. S.K. Palekar		7	4
Mr. N.S. Rajan		7	5
Mr. Prasun Basu		7	6

(a) Resigned 2/2020
(b) w.e.f. 2/2020
(c) Resigned 1/2020

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
2019-20	Rohit Gupta

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	-	1/20
Ansari Tarique	2/93	-	3/95
Ambwani Narendra	7/07	-	9/17
Anandan Rajan	9/11	-	8/16
Bakshi Hemant	4/12	-	9/14
Bakshi Jayant	9/91	-	5/93
Bali Vinita	2/06	-	4/07
Balsara Sam	9/96	-	9/06
Banga M.S.	6/97	-	2/99
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
Dev Bajpai	7/16	-	7/17
Dharmadhikari C.S.	11/94	-	8/96
D'Souza J.B.	11/94	-	8/96
Dube Rajiv	7/05	-	9/13
Engineer Gul	10/85	-	9/94
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	-	2/20
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
Nair Priya	2/20	-	
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
-Do-	2/02	-	12/02
Agarwal Hemant	8/16	-	
Agarwal Sharda	7/04	-	2/05
-Do-	6/13	-	12/14
Alai Nagesh	11/12	-	8/16
Ambwani Narendra	9/13	-	9/14
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
Joshi Ulhas	12/19	-	
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	-	6/19
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
Mathrani Rajiv	10/19	-	
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	-	12/19
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
Sanyal Ashim	2/20	-	
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	-	9/19
Singhal Rajrishi	7/01	-	1/02
Singh Digvijay	1/96	-	5/96
Sinha Shashank	6/19	-	
Sinha Shashidhar	10/02	-	9/12
Singh Khushwant	10/85	-	4/88
Singhania Nisha	8/19	-	
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	-	10/19

List of Members - as on 31st March 2020

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 Asset Management Company Limited
5 Aditya Birla Sun Life Insurance 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 Apeejay Education Society
13 Apollo Hospitals Enterprise Limited
14 Aptech Limited
15 Ashok Leyland Limited
16 Asian Paints Limited
17 Astral Poly Technik Limited
18 Bacardi India Pvt. Limited
19 Bajaj Auto Limited
20 Bajaj Consumer Care Limited
21 Bajaj Electricals Limited
22 Beam Global Spirits & Wine (I) Pvt. Limited
23 Berger Paints India Limited
24 Bharat Petroleum Corporation Limited
25 Bharti Airtel Limited
26 BIC Cello (India) Pvt. Limited
27 BigBrother Nutra Care Pvt. Limited
28 Bridgestone India Pvt. Limited
29 Britannia Industries Limited
30 Cargill India Pvt. Limited
31 Carnea Health Care Pvt. Limited
32 Cars24 Services 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 India Limited
43 Delta Faucet Company India Pvt. Limited
44 Dharampal Satyapal Limited

45 Dr. Lal PathLabs Limited

46 DSM Nutritional Products India Pvt. 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 Gillette India Limited

56 GlaxoSmithKline Consumer Healthcare Limited

57 GlaxoSmithKline Pharmaceuticals Limited

58 Glenmark Pharmaceuticals Limited

59 Global Consumer Products Pvt. Limited

60 Godfrey Phillips (I) Limited

61 Godrej & Boyce Mfg. Co. Limited

62 Godrej Consumer Products Limited

63 Hardcastle Restaurants Pvt. Limited

64 Hawkins Cookers Limited

65 HCL Corporation Pvt. Limited

66 HDFC Bank Limited

67 HDFC Life Insurance Company Limited

68 Hero MotoCorp Limited

69 Heinz India Pvt. Limited

70 Hershey India Pvt. Limited

71 Hindalco Industries Limited

72 Hindustan Pencils Pvt. Limited

73 Hindustan Unilever Limited

74 Honda Motorcycle & Scooter India Pvt. Limited

75 Honda Siel Power Products Limited

76 Housing Development Finance Corporation Limited

77 Huawei Telecommunications (I) Company Pvt. Limited

78 Hygienic Research Institute Pvt. Limited

79 ICFAI Group

80 ICICI Bank Limited

81 ICICI Prudential Life Insurance Company Limited

82 INBISCO India Pvt. Limited

83 Indian Oil Corporation Limited

84 Indofil Industries Limited

85 ITC Limited

86 J.G. Hosiery Pvt. Limited

87 J.K. Helene Curtis Limited

88 J.K. Tyre & Industries Limited

89 Jerath Path Labs & Allergy Testing Centre

90 Johnson & Johnson Limited

91 Jubilant Foodworks Limited

92 Jyothy Laboratories Limited

93 Kansai Nerolac Paints Limited

94 Kaya Limited

95 Kellogg India Pvt. Limited

96 Keya Seth's Ayurvedic Solution (Cosmetic Division)

97 Kimberly Clark India Pvt. Limited

98 Kokuyo Camlin Limited

99 Kotak Mahindra Bank Limited

100 Leeford Healthcare Limited

101 Life Insurance Corporation of India

102 L'Oreal India Pvt. Limited

103 Lovable Lingerie Limited

104 Lupin Limited

105 Lyla Blanc Pvt. Limited

106 Madura Fashion & Lifestyle

107 Mahindra & Mahindra Limited

108 MakeMyTrip (India) Pvt. Limited

109 Marico Limited

110 Mars International India Pvt. Limited

111 Maruti Suzuki India Limited

112 Matrimony.Com Limited

113 Max Bupa Health Insurance Company Limited

114 McNROE Consumer Products Pvt. Limited

115 Modi Naturals Limited

116 Mondelez India Foods Pvt. Limited

117 MRF Limited

118 MTR Foods Pvt. Limited

119 Multani Pharmaceuticals Limited

120 Naaptol Online Shopping Pvt. Limited

121 Narang Group

122 Nestle India Limited

123 91Streets Media Technologies Pvt. Limited

124 Nirma Limited

125 Nivea India Pvt. Limited

126 Nutricia International Pvt Limited

127 Olefia Biopharma Limited

128 One97 Communications Limited

129 Paisabazaar Marketing And Consulting Pvt. Limited

130 Panasonic Life Solutions India Pvt. Limited

131 Parle Products Pvt. Limited

132 PepsiCo India Holdings Pvt. Limited

133 Perfetti Van Melle India Pvt. Limited

134 Pernod Ricard India Pvt. Limited

135 Philips India Limited

136 PhonePe Pvt. Limited

137 Pidilite Industries Limited

138 Piramal Enterprises Limited

139 Pitambari Products Pvt. Limited

140 Policybazaar Insurance Web Aggregator Pvt. Limited

141 Polycab India Limited

142 Procter & Gamble Health Limited

143 Procter & Gamble Home Products Pvt. Limited

144 Procter & Gamble Hygiene & Health Care Limited

145 Reckitt Benckiser Healthcare India Pvt. Limited

146 Reckitt Benckiser India Pvt. Limited

147 Red Bull India Pvt. Limited

148 Reliance Industries Limited

149 RSH Global Pvt. Limited

150 RSPL Limited

151 S.C. Johnson Products Pvt. Limited

152 Samco Securities Limited

153 Sanjeevan Netralaya

154 Sat Kartar Shopping Pvt. Limited

155 SBI General Insurance Company Limited

156 Shyam Steel Industries Limited

157 SIP Academy India Pvt. Limited

158 Sporta Technologies Pvt. Limited

159 SR Educational Academy

160 Standard Chartered Bank

161 Sun Pharmaceutical Industries Limited

162 Symphony Limited

163 Tata Chemicals Limited

164 Tata Consumer Products Limited

165 Tata Motors Limited

166 Tata Services Limited

167 Tata Steel Limited

168 Tele Trade Shopping Sky Shop

169 The Himalaya Drug Company

170 The Hongkong & Shanghai Banking Corporation Limited

171 The Ramco Cements Limited

172 Thomas Cook India Limited

173 Titan Company Limited

174 Total Oil India Pvt. Limited

175 Toyota Kirloskar Motor Pvt. Limited

176 Triumphant Institute of Management Education Pvt. Limited

177 TTK Healthcare Limited

178 TTK Prestige Limited

179 TVS Motors Company Limited

180 United Biscuits Pvt. Limited

181 United Spirits Limited

182 Upgrad Education Pvt. Limited

183 Vcare Herbal Concepts Pvt. Limited

184 Vedistry Pvt. Limited

185 VIP Industries Limited

186 Volkswagen Group Sales India Pvt. Limited

187 Voltas Limited

188 VST Industries Limited

189 WeikField Foods Pvt. Limited

190 Whirlpool of India Limited

191 Wipro Enterprises Pvt. Limited

192 WWS Skyshop Pvt. Limited

193 YES Bank Limited

CATEGORY B – MEDIA ORGANIZATION

1 ABP News Network Pvt. Limited

2 Amar Ujala Publications Limited

3 ARG Outlier Media Asianet News Pvt. Limited

4 Bennett Coleman & Company Limited

5 Business Broadcast News Pvt. Limited

6 Business India Publications Limited

7 Business Standard Pvt. Limited

8 Dainik Bhaskar Group

9 Discovery Communications India

10 Disney Broadcasting (India) Limited

11 Divya Broadcasting Network Pvt. Limited

12 Eenadu

13 Entertainment Network (India) Limited

14 Google India Pvt. Limited

15 Hari Bhoomi Communications Pvt. Limited

16 HT Media Limited

17 Independent News Service Pvt. Limited

18 Living Media India Limited

19 Malayala Manorama Company Limited

20 Paul E Commerce Pvt. Limited

21 Radio Mango

22 Rajasthan Patrika Pvt. Limited

23 Reliance Broadcast Network Limited

24 Sakal Media Pvt. Limited

25 Sony Pictures Networks India Pvt. Limited

26 Star India Pvt. Limited

27 TETE Enterprises (P) Limited

28 The Mathrubhumi Printing & Publishing Company Limited

29 The Printer (Mysore) Limited

30 THG Publishing Pvt. Limited

31 Times Global Broadcasting Company Limited

32 Turner International India Pvt. Limited

33 TV18 Broadcast Limited

34 Viacom18 Media Pvt. Limited

35 Zee Entertainment Enterprises Limited

CATEGORY C - ADVERTISING AGENCY

1 Aagneya Advertising LLP

2 Adcircle Pvt. Limited

3 Adfactors Advertising

4 Adsyndicate Services Pvt. Limited

5 Adwit (India) Pvt. Limited

6 Akar Advertising & Marketing Pvt. Limited

7 Akshara Advertising Limited

8 Alaknanda Advertising Pvt. Limited

9 Angle Advertising

10 Apex Advertising

11 Associated Advertising Pvt. Limited

12 Astral Advertising & Marketing India Pvt. Limited

13 Bates India Pvt. Limited

14 BBDO India Pvt. Limited

15 BBH Communications India Pvt. Limited

16 Bidhan Advertising & Marketing Pvt. Limited

17 Black Panther Advertising Pvt. Limited

18 Centum Advertising & Marketing Pvt. Limited

19 Cheil India Pvt. Limited

20 Coastal Ads

21 Concept Communication Limited

22 Contract Advertising (I) Pvt. Limited

23 Crayons Advertising Pvt. Limited

24 Curry-Nation Brand Conversations Pvt. Limited

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 Network Advertising Pvt. Limited

30 Dentsu One Pvt. Limited

31 Diason Advertising (P) Limited

32 Digistreet Media Pvt. Limited

33 Disha Communications Pvt. Limited

34 Divine Advertising & Promotion

35 Eighty Two Point Five Communications Pvt. Limited

36 Enthrall Communications Pvt. Limited

37 Everest Brand Solutions Pvt. Limited

38 Eye Ads Pvt. Limited

39 FCBInterface Communications Pvt. Limited

40 FCBUlka Advertising Pvt. Limited

41 Goldmine Advertising Limited

42 Green FMC Advertising Pvt. Limited

43 Grey Worldwide (India) Pvt. Limited

44 Group M Media India Pvt. Limited

45 Havas Worldwide India Pvt. Limited

46 Hindustan Thompson Advertising Limited

47 Hyper Collective Creative Technologies Pvt. Limited

48 Inter Publicity Pvt. Limited

49 Kautilya Multicreation Pvt. Limited

50 Lalit Advertising

51 Laqshya Media Limited

52 Law & Kenneth Saatchi & Saatchi Pvt. Limited

53 Leo Burnett

54 Lintas Creative Executions Pvt. Limited

55 Lintas India Pvt. Limited
56 MAA Communications Limited
57 Madison Communications. Pvt. Limited
58 Manhattan Communications (India) Pvt. Limited
59 Manipal Advertising Services Pvt. Limited
60 McCann-Erickson (I) Pvt. Limited
61 Mediabrands India Pvt. Limited
62 Mediacom Communications Pvt. Limited
63 Mercantile Advertising
64 Metieta Advertising Pvt. Limited
65 Mullen Lintas Pvt. Limited
66 MX Advertising Pvt. Limited
67 Navnitlal & Company
68 Network Advertising Pvt. Limited
69 Newfields Advertising Pvt. Limited
70 Ogilvy & Mather Pvt. Limited
71 One Advertising & Communication Services Limited
72 Pamm Advertising & Marketing
73 Paramin Advertising & Marketing Associates
74 Percept H Pvt. Limited
75 Prachar Communications Pvt. Limited
76 Prem Associates Advertising & Marketing
77 Publicis Communications Pvt. Limited
78 R.D. Advertising Pvt. Limited
79 R.K.Swamy BBDO Pvt. Limited
80 Rage Communications Pvt. Limited
81 Raka Reputation Management Services Pvt. Limited
82 Ran Ideas Pvt. Limited
83 Ratan Batra Pvt. Limited
84 Rediffusion Brand Solutions Pvt. Limited
85 Ronak Advertising
86 Saatchi & Saatchi Pvt. Limited
87 Saffron Communications Pvt. Limited
88 Sai Advertisers
89 Seasons Advertising Associates
90 Shutters Advertising Services
91 Snappers Advertising & Marketing Pvt. Limited
92 Span Communications
93 Srishti Sanchar Advertising
94 Standard Publicity Pvt. Limited
95 Sunjeet Communications Pvt. Limited
96 Surya Adsystems Pvt. Limited
97 Swift Intermedia Convergence Pvt. Limited
98 Taproot India Communication Pvt. Limited
99 TBWA India Pvt. Limited
100 The Flagship Advertising Pvt. Limited
101 Touchstone Advertising & Marketing Services
102 Triton Communications Pvt. Limited
103 Ventures Advertising Pvt. Limited

104 XEBEC Communications Pvt. Limited

CATEGORY D - ALLIED PROFESSIONS

1 Bharat V. Patel

2 Brandscapes Consultancy Pvt. Limited

3 Captions Outdoor Advertising LLP

4 Centre For Developmental Education

5 CESC Limited

6 Confederation of India Alcoholic Beverage Companies

7 Dorab R. Sopariwala

8 Future Brands Limited

9 International Spirits & Wine Association of India

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 S.P. Jain Institute of Management & Research

18 Sayani Radiotel Advertising

19 Spatial Access Pvt. Limited

20 Steve Cragg Advertising Pvt. Limited

21 Stratex Enterprises

22 The Tobacco Institute of India

23 Unique Blocks

24 Vriddhi Consulting

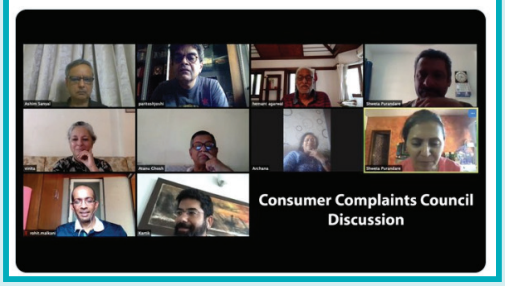
SOCIAL MEDIA HIGHLIGHTS

ASCI

ASCI 77100 12345
@ascionline

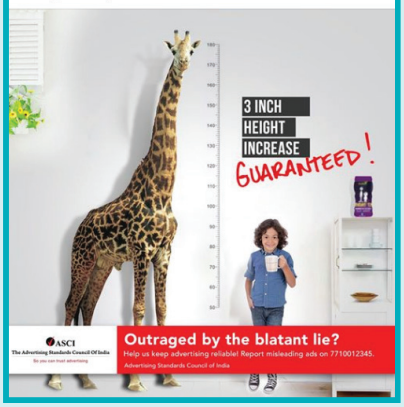
Virtual Consumer Complaints Council meetings is the new reality. Let us fight this COVID-19 menace. Let us fight misleading advertisements.

@paritoshZero #remoteworking #stayhomestaysafe #WFH



Advertising Standards Council of India
Published by Sagar Malik [?] · 14 May 2019 ·

Join us in our efforts to keep advertising reliable! Be our eyes and ears on the ground. Whatsapp us on 77100 12345 if you come across an ad featuring misleading communication. #ASCIAdGuide



Advertising Standards Council of India
Published by Srinivas Kamble [?] · 19 February ·

5 kg Weight Loss in 15 Days. Spot the "LIE" in the Believable claim. Complain to ASCI on #WhatsAppBusiness #7710012345

National Health Portal, INDIA
#advertising #WeightLoss #Obesity #Slimming #Sculpting #Health #Diet #jagograhakjago



ASCI 77100 12345
@ascionline

Online self-regulation is a great start to build trust. Become an ASCI member: bit.ly/ASCImembership Featuring @upGrad_edu proud #ASCImember

#JoinASCI #ASCIMembership #elearning #education #OnlineEducation #Onlinecourses #BecomeASCIMember #digitallearning #onlinecourse



Advertising Standards Council of India
Published by Sagar Malik [?] · 25 June 2019 ·

Ministry of Information & Broadcasting, Government of India re-affirms its support to #ASCI in curbing #misleading #advertisements. Union I&B Minister #PrakashJavdekar commended ASCI's remit across various mediums including #Digital . #FollowUs to know how bad ads are getting cleaned up



Advertising Standards Council of India
Published by Srinivas Kamble [?] · 20 November 2019 ·

Self Regulation strongly endorsed by Ministry of Information & Broadcasting, Government of India time and again. Read: http://bit.ly/rajyasabha77

Department of Consumer Affairs, Government of India
#RajyaSabha #WinterSession



Advertising Standards Council of India · Follow
24 February ·

The race is for Authenticity and Credibility for leadership claims. #Follow ASCI Award Guidelines. #ASCIAdGuide #Protip #No1 #Top10 #leadership #marketing #advertising #leadership #marketingsmar…



Advertising Standards Council of India · Follow
12 December 2019 ·

#ASCIAmbassador - Mr. Pankaj Gupta

Hear Mr. Pankaj Gupta HDFC Life Chief outline, why self-regulation is a win-win for consumer as well as advertisers.
#BecomeASCIMember http://bit.ly/ASCImembership

#Advertising
#IRDA
#Lifeinsurance
#insurance
#Businessinsight
#ASCIAmbassador See less

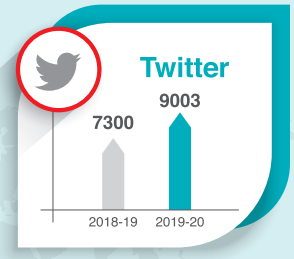


Advertising Standards Council of India
Published by Hilda Macwan [?] · 16 August 2019 ·

#ContestAlert! Type the answer/s in the comments, follow us on any 2 of our social channels, and tag 3 friends to stand a chance to win Amazon Gift Vouchers and other fabulous prizes!
Terms and Conditions: https://bit.ly/2MjUVTS



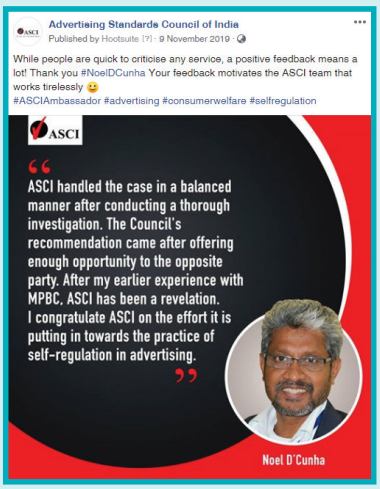






Advertising Standards Council of India
Published by Hootsuite [?] · 9 November 2019 ·

While people are quick to criticise any service, a positive feedback means a lot! Thank you #NoelDCunha Your feedback motivates the ASCI team that works tirelessly
#ASCIAmbassador #advertising #consumerwelfare #selfregulation



Advertising Standards Council of India
Published by Sagar Malik [?] · 1 November 2019 ·

Ever been deceived by a misleading hotel #ad? What was your biggest #hospitality let down?
#expectationVSreality #VigilanceAwarenessWeek
Central Vigilance Commission Department of Consumer Affairs, Government of India



SOCIAL MEDIA HIGHLIGHTS

ASCI

Advertising Standards Council of India
Published by Srinivas Kamble [?] · 20 January ·

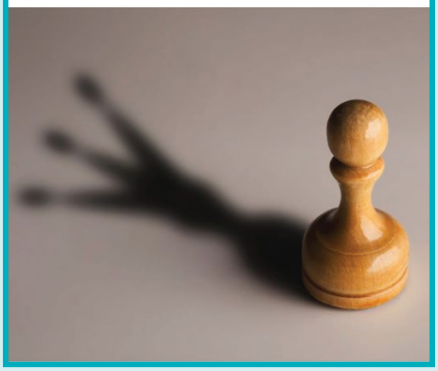
ASCI launches guidelines for Usage of Awards/Rankings in #Advertisements. http://bit.ly/awardsnranking

IAA - India Chapter The Advertising Club AAAI



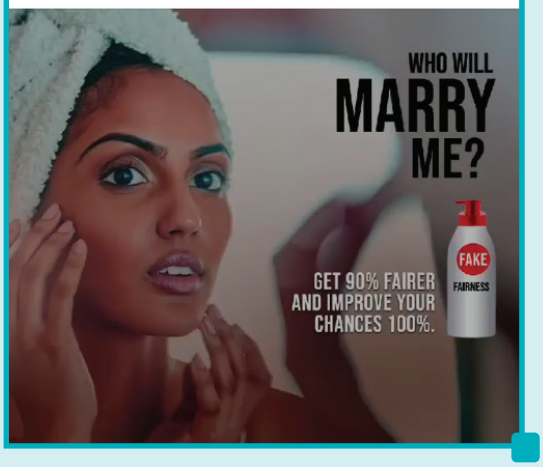
Advertising Standards Council of India
Published by Srinivas Kamble [?] · 30 November 2019 ·

Pawn or a king, you are what you think WhatsApp #BadAds to ASCI #7710012345 Quit ranting. #ConsumerisKing



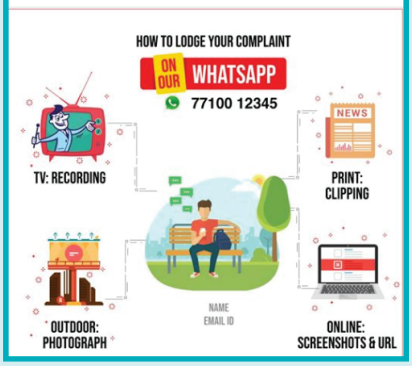
Advertising Standards Council of India
Published by Hootsuite [?] · 15 October 2019 ·

Have you ever seen a beauty product ad that targets your insecurities? Report demeaning and disparaging ads via #WhatsApp on 7710012345 #Advertising #Colourism #BodyShaming #Sexistads #BeautyAdvertising



Advertising Standards Council of India
Published by Hootsuite [?] · 6 July 2019 ·

Lodging a #complaint against an #inappropriate or #misleading ad is as simple as sending a #Whatsapp, but don't forget to include some basic details without which it is difficult to process complaints!
#advertising #marketing #complaint #inappropriate #misleading #Whatsapp



Advertising Standards Council of India
Published by Hootsuite [?] · 18 October 2019 ·

E-commerce brands and sellers, watch out or pay up! A product listed at double its MRP on Amazon led to long litigation ending in substantial damages paid to a customer. Read more: http://bit.ly/morethanMRP
#ASCIalert #onlineshopping #Advertising



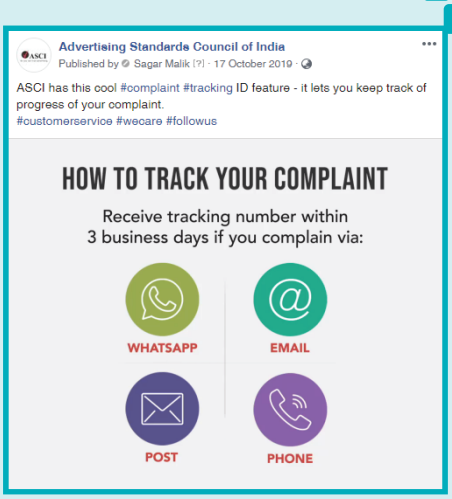
Advertising Standards Council of India
Published by Hootsuite [?] · 20 July 2019 ·

Help us keep #advertising responsible and trustworthy! WhatsApp us details of offending ads on 7710012345 and we'll look into it as soon as we can.



Advertising Standards Council of India
Published by Sagar Malik [?] · 17 October 2019 ·

ASCI has this cool #complaint #tracking ID feature - it lets you keep track of progress of your complaint.
#customerservice #wecare #followus



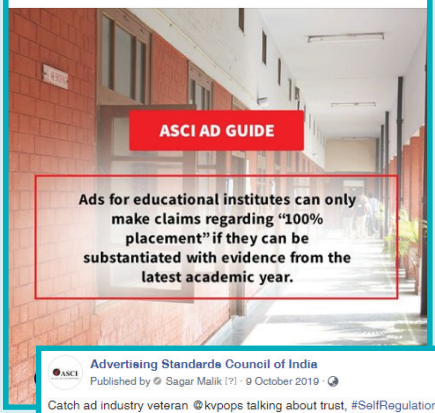
Advertising Standards Council of India
Published by Admin Ac [?] · 13 August 2019 ·

#ASCIAlert Do you know if advertisements can depict actors in army fatigues ? In a new advisory, the Additional Directorate General of Public Information has stated that ads depicting #actors in #military fatigues will need their prior approval . #IAA #AAAI #TheAdClub
#defenceservices #IndianArmy #ASCIAdGuide



Advertising Standards Council of India
Published by Hootsuite [?] · 27 August 2019 ·

If you spot an ad violating this rule, WhatsApp us a screenshot or clipping on 7710012345! #ASCIAdGuide



Advertising Standards Council of India
Published by Hootsuite [?] · 9 August 2019 ·

The #verdict is out! 84% of you voted YES when we asked you whether #socialmedia #influencers should flag #sponsoredposts as #ads!
#polls



Advertising Standards Council of India
Published by Hootsuite [?] · 17 August 2019 ·

Report deceptive and #misleadingads to ASCI via #WhatsApp on 7710012345 with a clipping, #screenshot or recording of the offending ad.



Advertising Standards Council of India
Published by Sagar Malik [?] · 9 October 2019 ·

Catch ad industry veteran @kvpops talking about trust, #SelfRegulation, and why advertisers, agencies, and media need to become ASCI members.
#JoinASCI Hyper Collective



Board of Governors' Report

Dear Members,

Your Board of Governors are pleased to present the 34th Annual Report of The Advertising Standards Council of India along with the audited Financial Statements for the year ended 31st March, 2020.

Financial Highlights:

The highlights of your Company's financial results for the year ended 31st March, 2020 are as follows:

Particulars	Financial year ended 31st March 2020 ₹	Financial year ended 31st March 2019 ₹
Revenue from Operations and Other Income	51,006,097	50,986,709
Surplus before Depreciation	7,109,794	12,600,150
Less: Depreciation	(387,292)	(347,821)
Surplus for the year	**6,722,502**	**12,252,329**

Operational Review:
Revenue from operations and other Income for the financial year ended 31st March, 2020 is almost at the same level as in the previous year. The total current year revenue is ₹51,006,097/- as compared to previous year's revenue of ₹50,986,709/-

Your Company has earned a Surplus of ₹6,722,502/- as compared to the previous year surplus of ₹12,252,329/- The current year Surplus is lower mainly due to the full year impact in salaries of new staff hired towards the end of previous year and expenses incurred on staff group health insurance.

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 seven times during the Financial Year 2019-20

Board of Governors and Key Managerial Personnel (KMP):
During the financial year, Mr. Vikas Agnihotri tendered his resignation with effect from 24th January, 2020 and Mr. Sandeep Kohli resigned with effect from 17th February, 2020.
Ms. Priya Nair was appointed on 27th February, 2020 to fill in the vacancy caused by the resignation of Mr. Sandeep Kohli.

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:

Ms. Priya Nair	Mr. Harish Bhat	Mr. Sivakumar Sundaram	Mr. Rohit Gupta
Mr. K.V. Sridhar	Mr. Subhash Kamath	Prof. S.K. Palekar	Ms. Abanti Sankaranarayanan

Composition of the Consumer Complaints Council:
The Consumer Complaints 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 the procedures are commensurate with the size and nature of organization. The Company continuously upgrades its systems in line with the best available 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, 2020.

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 2020 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.2,46,226/- 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 2020.

Deposits:
During the financial year ended on 31st March, 2020 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, 2020, 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 21 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 2019-20.

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

Corporate Social Responsibility:
The provision 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 2020 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, 2020, 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, 2020 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

Place : Mumbai
Date : 9th July, 2020

Rohit Gupta
Chairman
DIN: 06955667

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 2019 To March 2020

Name of Member		Meetings Applicable	Meetings Attended
Hemant Agarwal		35	10
Arun Anant		23	13
Jayesh Bellare		23	19
Narendra Bhatt		24	10
Jehangir Gai		24	16
Atanu Ghosh		23	20
Rajeev John		34	04
Ulhas Joshi	(a)	12	08
Manisha Kapoor		34	08
Aazmeen Kasad		22	20
Rajiv Kental		36	10
Mrinalini Kher		24	20
Vaibhav Kulkarni		35	16
Aseem Kaushik	(b)	07	00
Pradyuman Maheshwari		24	21
Rohit Malkani	(c)	12	06
Rajiv Mathrani	(d)	19	09
Bejon Kumar Misra	(e)	18	12
Kartik Mohindra	(f)	03	02
Vinita Dang Mohoni		21	09
Burjor N. Nariman		24	24
Hephzibah Pathak		35	07
Suhas H. Pingle		21	05
Archana Sabnis		23	16
Ashim Sanyal	(g)	01	01
B. Sesikeran		21	00
Nisha Singhania	(h)	27	08
Shashank Sinha	(i)	30	05
Shambhu V. Sista		24	19
Sanjay Singal	(j)	13	02
P. N. Vasanti		23	06
Gayatri Yadav	(k)	13	05

(a) w.e.f. 12/2019
(b) Resigned 6/2019
(c) w.e.f. 12/2019
(d) w.e.f. 10/2019
(e) Retired 12/2019
(f) w.e.f. 3/2020
(g) w.e.f. 2/2020
(h) w.e.f. 8/2019
(i) w.e.f. 6/2019
(j) Resigned 9/2019
(k) Resigned 10/2019

Annexure – II

Form No.MGT-9

Extract of Annual Return

As on the financial year ended on 31.03.2020

[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
-	-	-	-

Not Applicable as the Company is a Section 8 Company

III. Particulars of Holding, Subsidiary and Associate Companies – (Not Applicable)

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

IV. Share Holding Pattern (Equity Share Capital Breakup as percentage of Total Equity: Not Applicable 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-2019]				No. of Shares held at the end of the year [As on 31-March-2020]				% Change during the year
	Demat	Physical	Total	% of Total Shares	Demat	Physical	Total	% of Total Shares	
A. Promoter's									
(1) **Indian**									
a) Individual/HUF	-	-	-	-	-	-	-	-	-
b) Central Govt	-	-	-	-	-	-	-	-	-
c) State Govt(s)	-	-	-	-	-	-	-	-	-
d) Bodies Corp.	-	-	-	-	-	-	-	-	-
e) Banks / FI	-	-	-	-	-	-	-	-	-
f) Any other	-	-	-	-	-	-	-	-	-
Total shareholding of Promoter (A)	-	-	-	-	-	-	-	-	-
B. Public Shareholding									
1. **Institutions**									
a) Mutual Funds	-	-	-	-	-	-	-	-	-
b) Banks / FI	-	-	-	-	-	-	-	-	-
c) Central Govt	-	-	-	-	-	-	-	-	-
d) State Govt(s)	-	-	-	-	-	-	-	-	-
e) Venture Capital Funds	-	-	-	-	-	-	-	-	-
f) Insurance Companies	-	-	-	-	-	-	-	-	-
g) FIIs	-	-	-	-	-	-	-	-	-
h) Foreign Venture Capital Funds	-	-	-	-	-	-	-	-	-
i) Others (specify)	-	-	-	-	-	-	-	-	-
Sub-total (B)(1):-	-	-	-	-	-	-	-	-	-
2. Non-Institutions									
a) Bodies Corp.									
i) Indian	-	-	-	-	-	-	-	-	-

Category of Shareholders	No. of Shares held at the beginning of the year [As on 31-March-2019]				No. of Shares held at the end of the year [As on 31-March-2020]				% Change during the year
	Demat	Physical	Total	% of Total Shares	Demat	Physical	Total	% of Total Shares	
ii) Overseas	-	-	-	-	-	-	-	-	-
b) Individuals									
i) Individual shareholders holding nominal share capital uptoRs. 1 lakh	-	-	-	-	-	-	-	-	-
ii) Individual shareholders holding nominal share capital in excess of Rs 1 lakh	-	-	-	-	-	-	-	-	-
c) Others (specify)									
Non Resident Indians	-	-	-	-	-	-	-	-	-
Overseas Corporate Bodies	-	-	-	-	-	-	-	-	-
Foreign Nationals	-	-	-	-	-	-	-	-	-
Clearing Members	-	-	-	-	-	-	-	-	-
Trusts	-	-	-	-	-	-	-	-	-
Foreign Bodies - 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 Shareholding 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 Shareholding 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 Shareholding 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

Place: Mumbai
Date: 9th July, 2020

Rohit Gupta
Chairman
DIN: 06955667

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 were availed for an amount not exceeding Rs.99,825/- 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	09.05.2019
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

Place : Mumbai
Date : 9th July, 2020

Rohit Gupta
Chairman
DIN: 06955667

Management Discussion and Analysis Report: 2019–20

This year is marked by a moment of pride as The Advertising Standards Council of India (ASCI) reaches the 35th year milestone since its inception. We take pleasure in presenting the thirty-fourth Annual Report together with the Statement of Accounts for the period 2019-2020.

ASCI Chairman Rohit Gupta announced the following key priorities as he took the helm in September 2019 that helped us sharpen our focus -

1. Collaborate with ASCI's stakeholders including the Government
2. Increase awareness among consumers
3. A more robust digital involvement

Here is a recap of the key developments for the year 2019-20.

REGULATORY DEVELOPMENTS

ASCI's Memorandum of Understanding (MOU) with the Department of Consumer Affairs (DoCA) was successfully renewed for a fifth consecutive year until May 2020. The MOU mandates that ASCI examines and processes all complaints received on DOCA's portal GAMA (Grievances Against Misleading Advertisements)

With the new Consumer Protection Bill in effect, the Central Government will have a Central Consumer Protection Authority (CCPA), a regulatory body that will regulate matters related to violations of consumer rights, unfair trade practices, and misleading advertisements. The Board of Governors met with Shri Pawan Agrawal, Secretary DoCA and Shri Amit Mehta, Joint Secretary, DoCA with a recommendation for continuing the collaborative model of ASCI as an expert body to work together with CCPA similar to the current arrangement between DoCA and ASCI. The Board of Governors also met with Shri Prakash Javadekar, honorable Minister of Ministry of Information and Broadcasting (MIB). The work done by your Council was much appreciated by both the key Government stakeholders.

In October of 2019, the Insurance Regulatory and Development Authority of India (IRDAI) released their master circular on insurance advertisements. In addition to IRDAI's advertisement regulations, ASCI Code of self-regulation was considered a minimum standard that insurance sector companies need to adhere to in their advertisements.

To protect the sanctity of the Indian Armed forces, in a communication to ASCI, the Additional Directorate General of Public Information, Ministry of Defence, advised that any advertising agency producing advertisements which depict actors in Army uniforms while endorsing a particular brand are required to seek concurrence from their office before putting out the advertisement in the public domain. Your Council is accordingly guiding the advertising fraternity about this requirement.

At the onset of the COVID-19 pandemic in India, the Ministry of AYUSH reached out to ASCI to help them in flagging misleading advertisements of AYUSH products and services making claims regarding prevention, treatment or cure from COVID-19. This is a true reflection of the credibility earned by your Council with the Ministry of AYUSH with our past two year collaboration for suomotu monitoring of potentially misleading advertisements in the AYUSH sector.

ASCI received several mentions during recent sessions of parliament on various subjects such as mention by Shri Prakash Javadekar on topics such as update on misleading advertisements in various media, depiction of children in advertising across media, surrogate advertising, etc. AYUSH MoS, Shri Shripad Naik, in his answer referred to ASCI's two year MOU with the Ministry of AYUSH and MoS Ministry of Health and Family Welfare, Shri Ashwini Kumar Choubey, in his answer highlighted role of ASCI's Consumer Complaints Council.

INTERACTION WITH EXTERNAL AGENCIES

The Indian Council of Social Science Research (ICSSR), under the Ministry of Human Resource Development, had approached ASCI to participate in a public funded national research about "Portrayal of Women: An Empirical Study of Advertising Content - Issues and Concerns for Policy Intervention". 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 findings of this research were presented to industry stakeholders such as ASCI, IBF and NBA.

The study for 'Regulatory frameworks for the Voluntary Sector: Global and Cross-sectoral Review of Frameworks and Practices' was released in March 2019. Your Council had participated in this study taken up by Centre for Social Impact and Philanthropy (CSIP) under Ashoka University in association with Niti Aayog about self-regulation in the voluntary sector. The study discusses the strengths of a sector-led approach in increasing public confidence, reducing the regulatory burden, and ensuring autonomy and high standards of professionalism.

INCREASE AWARENESS AMONG CONSUMERS

During the year ASCI continued its outreach to consumers with interesting and engaging communication content to increase the level of awareness of ASCI. Social media was effectively used to guide consumers to register their complaints about objectionable advertisements through its WhatsApp number 7710012345. Your Council received several consumer testimonials and candid feedback that was showcased on social media platforms. Media is an important part of ASCI's self-regulatory ecosystem. In our last annual report we had talked about the advisory from MIB asking broadcast media to carry the ASCI scroll in the public interest to increase awareness. It is heartening to see that many of the broadcast media still carry the scroll.

ASCI IS NOW ELIGIBLE TO RECEIVE CORPORATE SOCIAL RESPONSIBILITY (CSR) CONTRIBUTION

Your council is now eligible to receive CSR spends by eligible companies in accordance with Rule 4 of the Companies (Corporate Social Responsibility Policy) Rules 2014 read with clarification issued by the Ministry of Corporate Affairs, vide General Circular No. 21/2014 dated 18th June 2014. ASCI's unique project titled "**Comprehensive Study & Tracking of Misleading Advertisements in India**" was introduced to the members. The project is aimed at curtailing misleading and/or objectionable advertisements thereby protecting vulnerable consumers and society at large. By associating with ASCI in this ambitious project via CSR contribution would enable advertisers to meet the twin objectives of 1] fulfilling the statutory obligation contained in Section 135 of the Companies Act, 2013, Schedule VII of the Act and Corporate Social Responsibility Policy, Rules 2014 and 2] achieve the acceptance of fair advertising in the best interest of the consumer.

A MORE ROBUST DIGITAL INVOLVEMENT

In the last financial year, ASCI launched digital campaigns for getting prominent players in the e-commerce platform and digital media to embrace the self-regulation code of your Council by becoming ASCI members. Our focus was also to bring in advertisers from the insurance sector into the ASCI family. We are pleased to inform that this has resulted in an increase of our membership by over 10%, some of the new members are big digital players such as PolicyBazaar.com, Paisabazaar.com, MakeMyTrip (India), Matrimony.com, Upgrad and PharmEasy.

VARIOUS INITIATIVES TAKEN UP BY YOUR COUNCIL

REVISION OF THE COMPLAINTS HANDLING PROCEDURES

Over the years, ASCI has significantly transformed the complaints handling systems as well as complaints procedures to enhance its efficiency. During the year your Council undertook a significant task to upgrade and develop the revised Complaints Handling Procedures. The new procedure was launched on February 1, 2020 for a trial period, to fine tune it further based on the experience. Key highlights of the procedures are listed below:

1. Fast Track Inter-member Intra Industry Complaints (FTC) – Complainant member and advertiser are now given an opportunity to present their case before the FTC Panel as well as the technical expert.
2. Consumer Complaints Council Review (CCCR) – For any complaint, if the party wishes to seek a review based on additional material which had not been submitted before the CCC / for Re-examination / for FTC, an interim step of CCCR is being introduced.
3. Technical Expert opinion – Post submission of a response by the advertiser, if a technical opinion is being considered on the matter, the advertiser will have an opportunity to refer to the technical opinion before it being examined by the CCC.

GUIDELINES FOR USAGE OF AWARDS/RANKINGS IN ADVERTISEMENTS

Taking cognizance of a large number of advertisements in the educational and healthcare services sectors making superiority claims based on awards and rankings received by them, ASCI developed guidelines for the usage of awards and rankings in advertisements. The guidelines lend assistance to advertisers for appropriate and correct usage of reference to awards or rankings in advertising; to ensure that their claims are not misleading by helping them to understand the rigour required for claim substantiation and pitfalls to avoid so that their claims pass muster with ASCI's Consumer Complaints Council (CCC).

ADDITION OF DEFINITION OF "CHILDREN" IN PLACE OF "MINOR"

As the ASCI code has reference to children in multiple places, the definition of "minor" was changed to "children" as "persons who are below the age of 12 years".

INFORMAL RESOLUTION (IR) OPTION OFFERED TO ADVERTISERS FOR PRINT ADVERTISEMENTS PICKED VIA NATIONAL ADVERTISING MONITORING SERVICES (NAMS)

As a process improvement, ASCI introduced a new feature of offering Informal Resolution for print advertisements picked via the NAMS project. With a >95% accuracy for scrutiny of potentially misleading advertisements picked via NAMS resulting in upheld cases, it was the right step to initiate this process by proactively informing advertisers about how their advertisements violate Chapter I of the ASCI code and the guidelines applicable. As a result, your Secretariat was able to undertake a significantly higher number of suo motu complaints.

INTERNATIONAL COUNCIL FOR AD SELF-REGULATION (ICAS)

In April 2019, the ASCI Secretary General participated at the ICAS Annual Meeting which was held in Paris where she was re-elected ICAS Executive member for a further period of two years. The two day meeting enabled networking with the heads of over 30 SROs across the world, exchanging ideas, expertise and knowledge sharing. The Board noted that many countries had projects focusing on advertising in the digital space, which could be the way forward for ASCI as well.

ADMINISTRATION AND HUMAN RESOURCES

Under the newly introduced "Best Performers of the Quarter" awards institutionalized in January 2019, the following ASCI Secretariat staff members were recognized for their dedication, passion and hard work. These "ASCI Stars" are Luvena D'souza and Tanvi Bandekar (AMJ 2019), Kinjal Kothari and Sandesh Pawar (JAS 2019), Shilpa Survase (OND 2019), Jaya Bellani and Adrian Rebello (JFM 2020).

Revision of ASCI policy for Prevention, Prohibition and Redressal of sexual harassment at workplace: The policy regarding Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act 2013 was approved by the Board on 10th August, 2017 covered only the women employees of ASCI. It was decided that the policy should be gender neutral and the revised policy was approved by the Board.

The last few months have been challenging for everyone across the globe due to the unprecedented COVID-19 pandemic. Your Secretariat adapted quickly to navigate through these difficult times. The entire ASCI team transitioned to "work from home" seamlessly and continued to be easily accessible to both consumers and industry. The work continued with minimal disruption from complaints processing to hosting virtual Consumer Complaints Council meetings online, as well as timely held Fast Track Complaints.

This crisis has also opened up our vision to newer ways of working and potential opportunities, be it operating from smaller office spaces and more flexibility for remote working. Your Council will consider all possibilities to make sure that we operate effectively and efficiently under the given circumstances.

MEMBERS OF THE BOARD OF GOVERNORS

During the financial year Mr. Sandeep Kohli and Mr. Vikas Agnihotri tendered their resignation from the Board. The Board wishes to place on record its gratitude for their valuable time and contribution during their tenure. The Board was delighted to welcome Ms. Priya Nair to the Board of Governors.

CONSUMER COMPLAINTS COUNCIL (CCC) MEMBERS

During the year Bejon Kumar Mishra retired from the CCC after completing a total tenure of ten years. Sanjay Singal and Gayatri Yadav tendered their resignation. Ashim Sanyal, Rajiv Mathrani, Nisha Singhania, Shashank Sinha, Rohit Malkani and Ulhas Joshi were appointed to fill the vacancies. The Council was delighted to welcome Kartik Mohindra to the CCC pool of industry representatives. The Board of Governors places on record their profound gratitude to current and retiring members of the CCCs for their very generous contribution of time and expertise.

MEMBERSHIP

The Council depends on the support it receives from advertisers, media and advertising agencies. Your Council is pleased to report that 37 new members enrolled during the year as a result of a membership drive through digital

media. However, 21 members did not renew their membership. Many dropouts are due to change in the company structure or budget limitations. The total number of members now stands at 357 compared to 341 last year.

ANALYSIS OF ADVERTISEMENTS COMPLAINED AGAINST DURING 2019-20

The ASCI Complaints team looked into over 7,772 complaints in the year 2019 – 20 as compared to 6,226 complaints in 2018–19.

ASCI received 4,683 complaints directly through various sources such as online on web-site, WhatsApp number, ASCI mobile app, email and letters and over 3,089 complaints were picked up suo motu via the NAMS project.

The ASCI team also looked into 1,072 complaints received on the portal – Grievances Against Misleading Advertisements (GAMA) of the Department of Consumer Affairs.

Analysis

The independent Consumer Complaints Council met 45 times during the year and deliberated on complaints pertaining to 3,773 advertisements.

Informal Resolution (IR) was opted for by the advertiser (for 508 advertisements) and Informal Resolution was offered by the Secretariat (IRS) (for 648 advertisements) are showing a significant impact. This 36% increase (1,156 versus 732 in 2018-19) also means that for these many advertisements, the average period of receipt of complaint to compliance confirmation was under twenty business days. This option has not only resulted in speedy grievance redressal to complainants but also has directly contributed to increasing efficiency and effectiveness of the ASCI processes.

Complaints were upheld against 2,126 advertisements (versus 1,486 in 2018-19) and complaints against 298 advertisements were Not-Upheld as the advertisements were not considered to be objectionable or in contravention of the ASCI codes. One complaint is currently sub judice. 192 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. This number is slightly lower than in 2018-19 when 205 such cases were reported.

Out of the 3,773 advertisements, maximum number of advertisements pertained to violations of chapter I of the ASCI code i.e. advertisements that complainants considered to be making false, unsubstantiated or misleading claims (3,483). Other complaints were - Under Chapter II – advertisements that were complained against for being offensive or indecent (57), Chapter III – encouraging or depicting dangerous practices (341 – excluding DMR violations) and Chapter IV- Unfair in competition (25). (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 (2,000), followed by the healthcare Sector (787) (i.e. Healthcare Services/ Clinic (635) and medicinal products (152). Other sectors where misleading advertisements have been observed are Personal Care (202) and Food & Beverages (175).

3,111 advertisements looked into by the CCC were suo motu in nature. Of these, 3,089 advertisements were screened as a result of ASCI's "National Advertisements Monitoring Service" (NAMS) project. About 94% of these advertisements were published in print media whereas 5% were television advertisements. The rest of the advertisements were suo motu complaints against advertisements in the digital medium, promotional material etc.

From the 4,683 complaints received from end consumers, valid and complete complaints were pertaining to 662. Most complained advertisements were those appearing in digital media like last year (approximately 47% versus 35% in 2018-19). This is followed by television (approximately 30% versus 26% in 2018-19), and then print media (approximately 20% versus 29% in 2018-19). There were also complaints against product packaging claims, hoardings, promotional material as well as radio advertisements but this was a small percentage.

ASCI verified compliance for about 98% advertisements wherein the complaints were upheld. This was either through direct confirmation from the advertiser or tracking by our monitoring agency subsequent to compliance due date. Approximately 2% cases of non-compliance were escalated to the concerned regulatory authorities. Compliance rate for TV advertisements was 100%.

General Public

Members of the general public complained against 527 advertisements out of the 662 non-NAMS advertisements. In 71 cases, the advertiser sought IR by ensuring prompt compliance and 66 cases were resolved by the Secretariat itself. Of the remaining cases, the CCC considered complaints against 121 advertisements to be valid; whereas the CCC did not uphold complaints against 261 advertisements. Eight advertisements were in contravention of The Drugs & Magic Remedies Act or The Drugs & Cosmetics Rules.

Intra Industry Complaints

ASCI received 94 intra-industry complaints. In 36 cases, the advertiser availed of informal resolution of the complaint by ensuring prompt compliance. Of the remaining 58 advertisements, complaints against 43 advertisements were upheld, complaints against 15 were not upheld.

Fast Track Complaints (FTC)

ASCI received intra-industry intra-member complaints against 12 advertisements that were lodged by ASCI members on a "Fast Track" basis. Of these, complaints against nine advertisements were upheld, while complaints against three advertisements were not upheld.

Complaints originating from the GAMA Portal

Of the 1,072 complaints received on the GAMA portal, many complaints were either incomplete or the complaints were not pertaining to misleading advertisements.

Complaints against 50 advertisements were processed further, of which 22 were registered by CERC, a voluntary consumer organization (versus 389 for 2018-19) and 28 were by the general public. In 15 cases, the advertiser promptly assured compliance opting for informal resolution of complaint, while three were resolved by the Secretariat. Complaints against 21 advertisements were upheld, while complaints against 11 advertisements were not upheld.

Complaints originating from Consumer Organizations

The total number of advertisements complained against by various voluntary consumer organizations were 28 out of which 22 advertisements were flagged by CERC.

For 22 CERC complaints, in nine cases, the advertiser promptly assured compliance opting for informal resolution of complaint, while one was resolved informally by the Secretariat. From the remaining 12 cases, complaints against six advertisements were upheld and complaints against six advertisements were not upheld.
Six complaints were registered by other voluntary consumer organizations. One complaint was upheld and three were not upheld. One complaint was closed via informal resolution with prompt compliance by advertiser 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 22 advertisements. Of these, complaints against 11 advertisements were upheld and one was not upheld. For two advertisements, the advertisers sought Informal Resolution and one case was informally resolved by the Secretariat. Seven cases of potential violation under the Drugs & Magic Remedies Act were referred to the concerned Regulator.

Government and Regulatory Authorities

While ASCI received over 100+ complaints from various Government departments in the year 2019 -2020, most of these pertained to advertisements already looked into by the CCC. For one complaint raised by the Ministry of Defence, the Secretariat offered informal resolution to ensure prompt compliance.

NAMS Complaints

Out of the 3,111 advertisements complained against during the year, 3,089 advertisements were picked through a thorough surveillance of the print and television media through the NAMS initiative. For a large number of advertisements (389), advertisers assured time bound compliance as soon as they received ASCI's communication and they were closed out via the IR route. For 578 advertisements, the ASCI Secretariat offered the informal resolution option giving a compliance deadline which was adhered to by the advertisers. 177 advertisements were in contravention of The Drugs & Magic Remedies Act or The Drugs & Cosmetics Rules (Schedule J). Of the

remaining 1,945 advertisements, the CCC considered 1,935 advertisements to be misleading and complaints against nine advertisements were not upheld. One advertisement matter is currently sub-judice.

INDEPENDENT REVIEW PROCESS (IRP)

During the year, 30 matters came up for the Independent Review Process (IRP).
IRP was sought by the complainants in two cases wherein for one IRP, the appeal was granted in favour of the complainant, it was rejected for the other complainant. From 28 IRPs availed by the advertisers, the appeal was rejected in 24 cases whereas four appeals went in favour of the advertiser.

The report of the CCCs recommendations as submitted to the Board is compiled and provided in the Compilation of CCC Recommendations for 2019-20.

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 follow.

The Council is happy to state that during the year under review four of the earlier suits filed against us were disposed of by the courts in our favour. Two writ petitions were filed in 2019-20 against the Union of India with ASCI as one of the respondents. All pending suits are being defended effectively in the courts where they have been instituted.

PUBLIC RELATIONS, MARKETING AND SOCIAL MEDIA INITIATIVES

ASCI built sustained visibility on the passing of the new Consumer Protection Bill in July/ August 2019. ASCI issued a media statement to welcome the Bill stating that it was a great development in favour of consumers and 'protection of consumers' as it has been working closely with the Department of Consumer Affairs. Celebrity endorsements are a huge part of the advertising industry and per the Consumer Protection Bill 2019, an endorser is liable for misleading advertisements. Our Chairman shared his views stating that the main idea behind the Bill was to inculcate a certain level of awareness and responsibility among celebrities about the brands they endorse.

In August 2019, prominent publications like Brand Equity-Economic Times, Mint, Hindu Business Line amongst other key media carried news regarding a District Magistrate's Court order stating that the ASCI's decisions will be applicable to members as well as non-members. The news strengthened ASCI's credibility further as it communicated that ASCI's work is in the interest of end consumers and there cannot be any discrimination between members and non-members of ASCI.

At the 33rd Annual General Meeting, in Sept 2019, ASCI announced the appointment of the new chairman Mr. Rohit Gupta, President of Sony Pictures Networks India. Our Chairman emphasised the importance of synchronizing ASCI's efforts in the digital space. His plans for ASCI for the next one year were covered by marquee publications like Mint, Campaign India, Brand Equity and CNBC Story Board amongst many others.

Digital media continues to grow exponentially and it goes without saying that ASCI should be present in this media to reach all key stakeholders such as advertising professionals, consumers as well as Government agencies. ASCI was able to draw support from some of the leading trade websites to carry banners with ASCI messaging, be it for the membership drive or for consumer awareness or for educating advertising professionals about the importance of self-regulation. These banners were carried on a pro bono basis with publications like Best Media Info, Adgully, MXM, Medianews4u and Mediabrief.

The news of the introduction of ASCI's 'Guideline for Usage of Awards/Rankings in Advertisements' in January 2020 received good traction and it was prominently covered in key media like Economic Times, Mint, Business Line, Business Standard, and many advertising trade publications.

The Ministry of Health and Family Welfare in February 2020 proposed to amend the Drugs and Magic Remedies to include brands endorsing pharmaceutical products for fairness of skin, hair loss, improvement of height or obesity, among others, and proposed a penalty of Rs 50 lakh and prison time of up to five years. ASCI's past initiative of the 2014 Guidelines for advertising of fairness improvement products were recognized in media coverages. ASCI's Secretary General engaged in a half hour Live TV interaction on this topic with the Zee Business TV channel.

At the very beginning of the COVID-19 pandemic in March 2020, ASCI's swift action against misleading advertisements regarding Corona prevention was reported in key publications. ASCI's active social media listening as well as efficiency and ease of reach of the WhatsApp number 7710012345 were highlighted in the media

stories. This positive PR was one of the main influencing factors that resulted in the Ministry of AYUSH reaching out to ASCI seeking help to report misleading advertisements of AYUSH products and services claiming efficacy against the Coronavirus.

Our monthly press releases as well as regular media interactions resulted in some great coverage that include TV and print coverage through the year. This included TV interviews of the Chairman and Secretary General with marquee channels comprising CNBC TV 18 and Zee Business to discuss new initiatives, strategies and guidelines issued by ASCI. ASCI was featured in leading print media like The Economic Times, Business Standard, Financial Express, The Hindu Business Line, Mint, Mail Today, Pioneer, Millennium Post, Business India, The Telegraph, Deccan Herald. ASCI featured in leading regional publications and languages across India, which include names like Maharashtra Times, Lokmat, Dainik Bhaskar, Punya Nagri, Eenadu, Amar Ujala, Eenadu, Navbharat Times, Hindi Saamna. Online portals which covered ASCI include Moneycontrol, Campaign India, ET Brand Equity, Yahoo News, MSN, Afaqs, Adgully, Indian Television, Medianews4u, Mxm India, The Pitch, Media Samosa, Media Brief, Exchange4media, Business Insider, The Print, The New Indian Express, First post, Deccan Herald, News 18, Orissa Post, Samachar 4 Media, Navbharat Times, Hindi Saamna, Latestly, etc.

During the year ASCI continued to create a buzz on social media. Our followers' graph is steadily growing with over 28,000 followers on Facebook, over 10,000 followers on Twitter and 6,000 strong professionals following us on LinkedIn. ASCI implemented a focused digital marketing strategy. Our communication was targeted at each stakeholder and the campaigns were run for consumer awareness (#ASCIEffect, contests around Road Safety Week held in January by the Ministry of Road Transport and Highways), engagement with advertising professionals (#ASCIAdGuide, #ASCIADvantage) and membership drive (#BecomeASCIMember). Thanks to our digital, PR and outreach efforts, our member base has increased by 10%, and learnings from these campaigns will help us make our future campaigns more effective.

VOTE OF THANKS

The Board of Governors expresses its gratitude to the Department of Consumer Affairs (DoCA), the Ministry of Information and Broadcasting (MIB) and the Ministry of AYUSH, for their ongoing support to ASCI.

We also appreciate the contribution of Consumer Complaints Council members, who bring with them vast knowledge and experiences from diverse backgrounds, who are key enablers of ASCI's mission for protection of consumers' interests and promote responsible advertising. We also thank Sandeep Kohli and Vikas Agnihotri who contributed their time and expertise to the Board during their tenure.

The ASCI board is also grateful for the time and expertise offered by Chief Justice Mohit Shah (Retd.), Justice Dr S Radhakrishnan (Retd.), Justice Anand Vasant Nirgude (Retd.) and Justice Nishita Mhatre (Retd.), for being on our panel and conducting the IRP proceedings during 2019-20. We thank Mr. Kumar Manish and Mr Kushagara Kansal of Kalp Associates, Delhi, and Mr. Ambadas Chatuphale, Mumbai for their advice and support in handling our legal cases. Special thanks are due to the team led by Justice Radhakrishnan which included Advocates Nandini Singh and Ambadas Chatuphale that undertook a thorough exercise of review and revision of the complaints handling procedure. We thank 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 TAM Media Research Pvt. Ltd. for helping us monitor and track advertisements for the ASCI suo motu surveillance project NAMS. We thank all our agencies, Benchmark Computers Solutions Pvt. Ltd. and Ultimate Computech Pvt. Ltd. our technology partners, Ketchum Sampark, our PR agency and Petrikor and Rage Communications our social media agencies during the year, for their contribution in helping us achieve our goals set out for the year. We would also like to thank Best Media Info, Adgully, MXM, Medianews4u and Mediabrief for lending their pro bono support to carry digital banners with ASCI key messaging.

Members of the Council and the Board of Governors express their appreciation to the Board's Consultative Committee – Narendra Ambwani, Sam Balsara, Bharat Patel, Ram Poddar and Dorab Sopariwala - for lending their support, time and expertise so graciously and generously.

I would also like to congratulate and thank the ASCI Secretariat for looking into the highest ever number of complained advertisements and for achieving great efficiency by refining the processes.

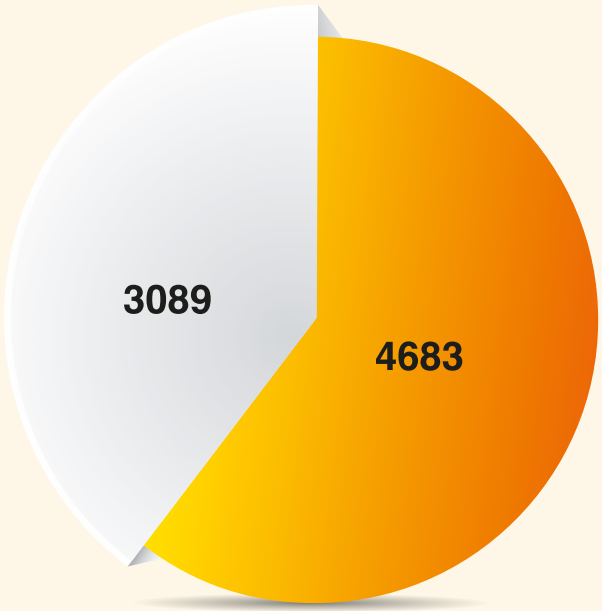
Last but not the least, I would like to acknowledge the contributions of my colleagues on the Board of Governors who have offered the very best advice and insights, which have helped ASCI to make significant progress during the year.

Rohit Gupta

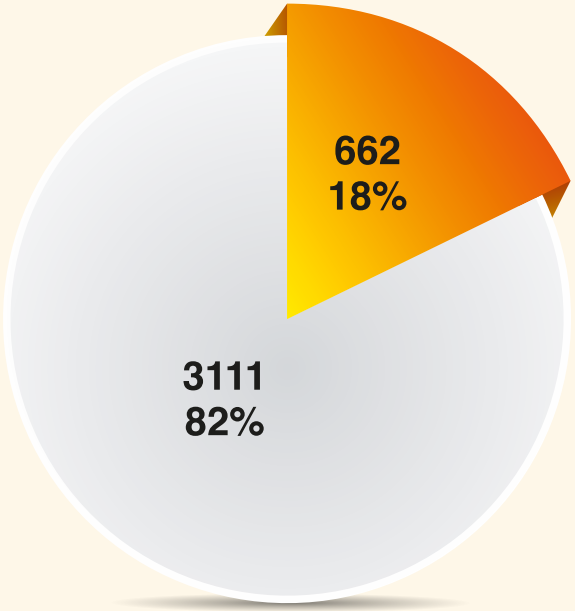
Chairman

TOTAL COMPLAINTS 2019 - 2020

Total Complaints looked into by ASCI 7772



Total Advertisements Complained against 3773

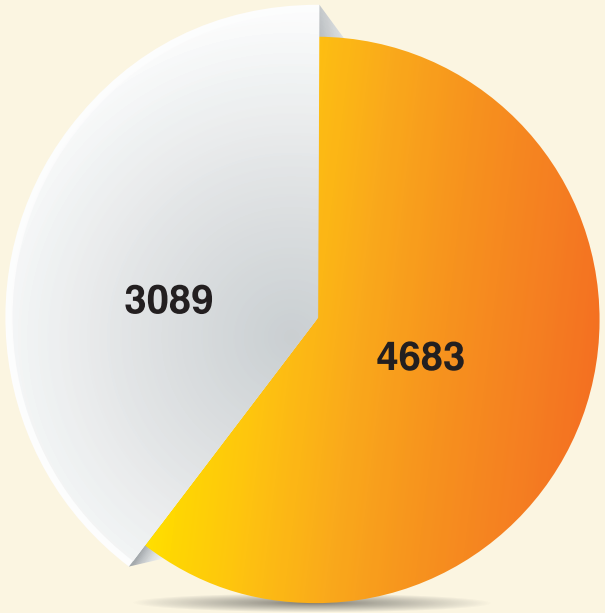


*Number of advertisements picked by Suo motu surveillance.
NAMS - National Advertising Monitoring Service.

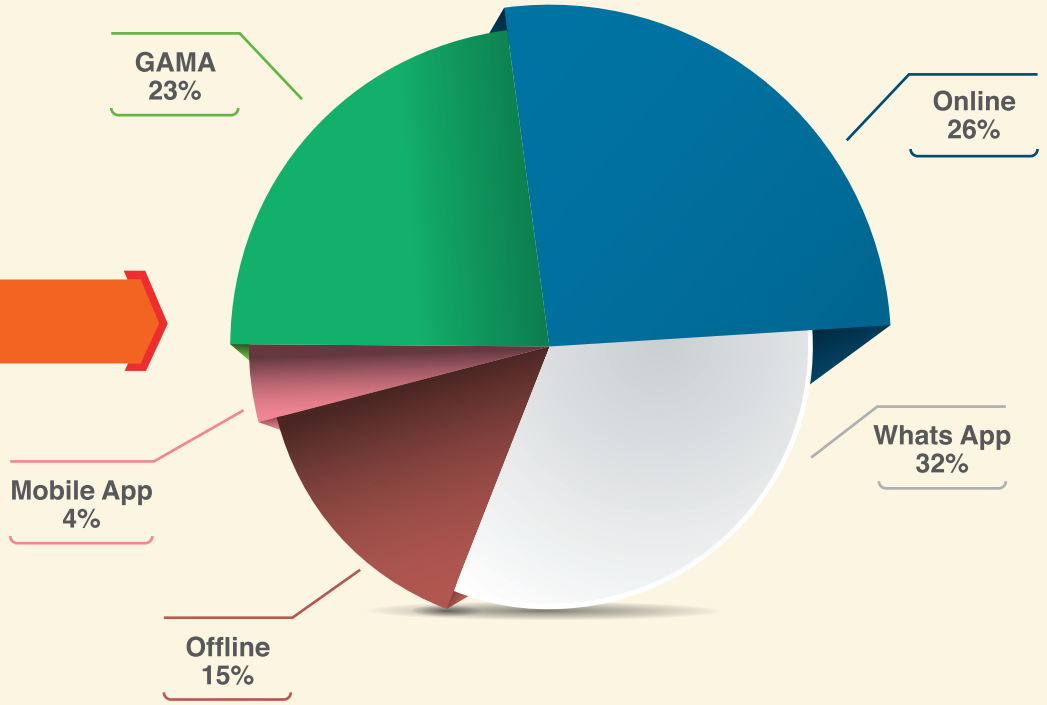
ASCI

TOTAL COMPLAINTS LOOKED INTO BY ASCI APRIL 2019 - MARCH 2020

Total Complaints looked into by ASCI 7772



Split of Direct complaints looked into by ASCI 4683

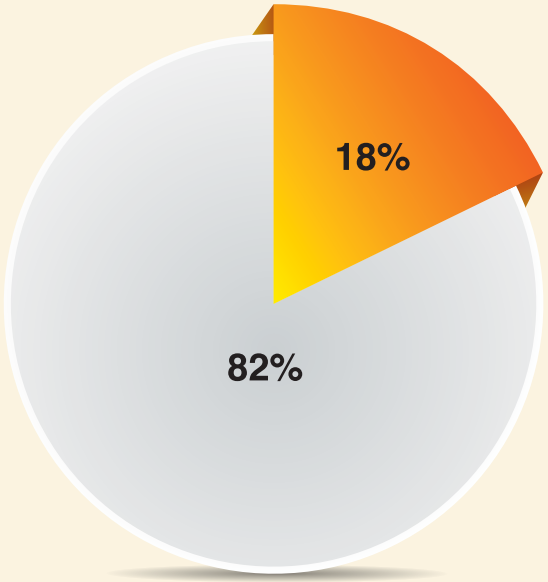


*Number of advertisements picked by Suo motu surveillance.
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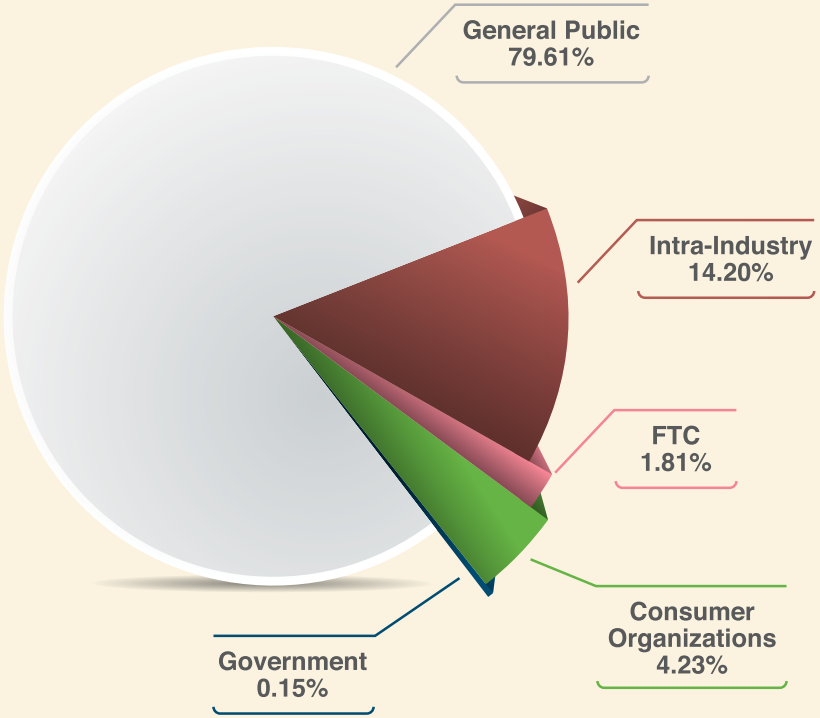
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BREAK-UP AS PER COMPLAINT SOURCE 2019 - 2020

Total Advertisements Complained against 3773



Source wise Breakup



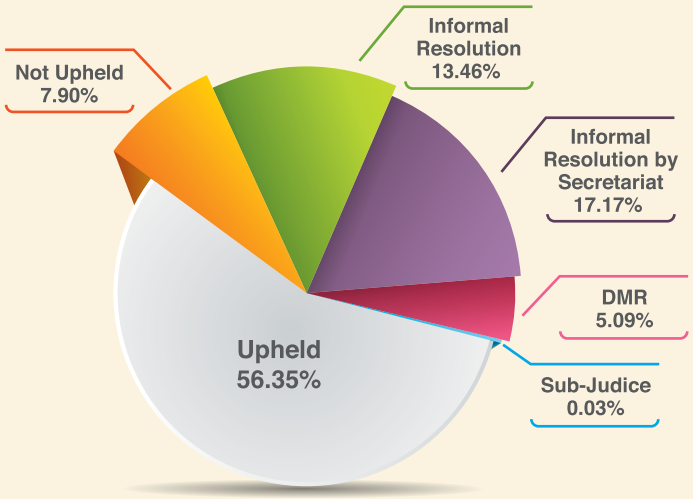
SOURCE	NO. OF ADVERTISEMENTS COMPLAINED AGAINST					GRAND TOTAL
NAMS / Suo Motu	3111					3111
Direct	General Public	Intra Industry	Cons. Org	FTC	Goverment	662
	527	94	28	12	1	

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

ASCI

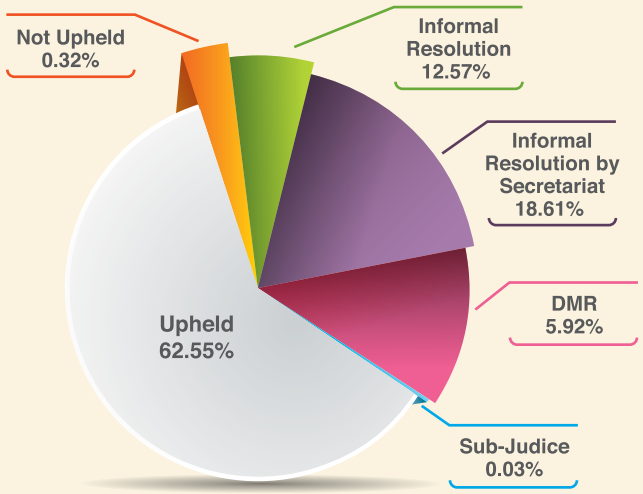
RECOMMENDATION STATUS SPLIT 2019 - 2020

Total Advertisements - 3773



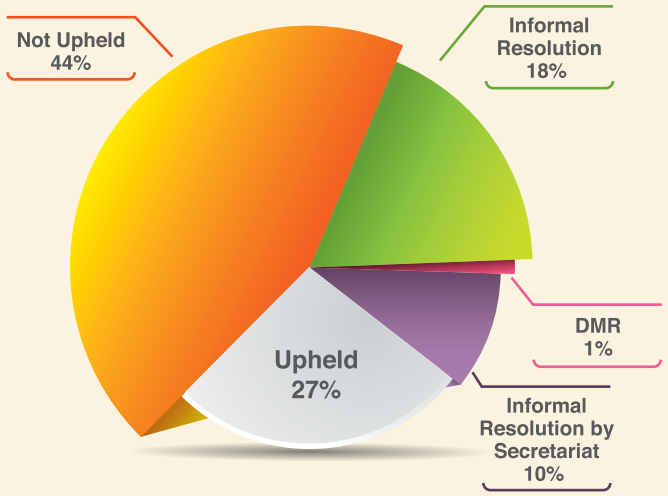
Recommendations*	3773
Upheld	2126
Not Upheld	298
Informal Resolution**	508
Informal Resolution by Secretariat (IRS)***	648
DMR****	192
Sub-Judice	1

NAMS/Suo Motu



Recommendations* NAMS /Suo Motu	3111
Upheld	1946
Not Upheld	10
Informal Resolution**	391
Informal Resolution by Secretariat (IRS)***	579
DMR****	184
Sub-Judice	1

Direct



Recommendations* Direct complaints	662
Upheld	180
Not Upheld	288
Informal Resolution**	117
Informal Resolution by Secretariat (IRS)***	69
DMR****	8

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

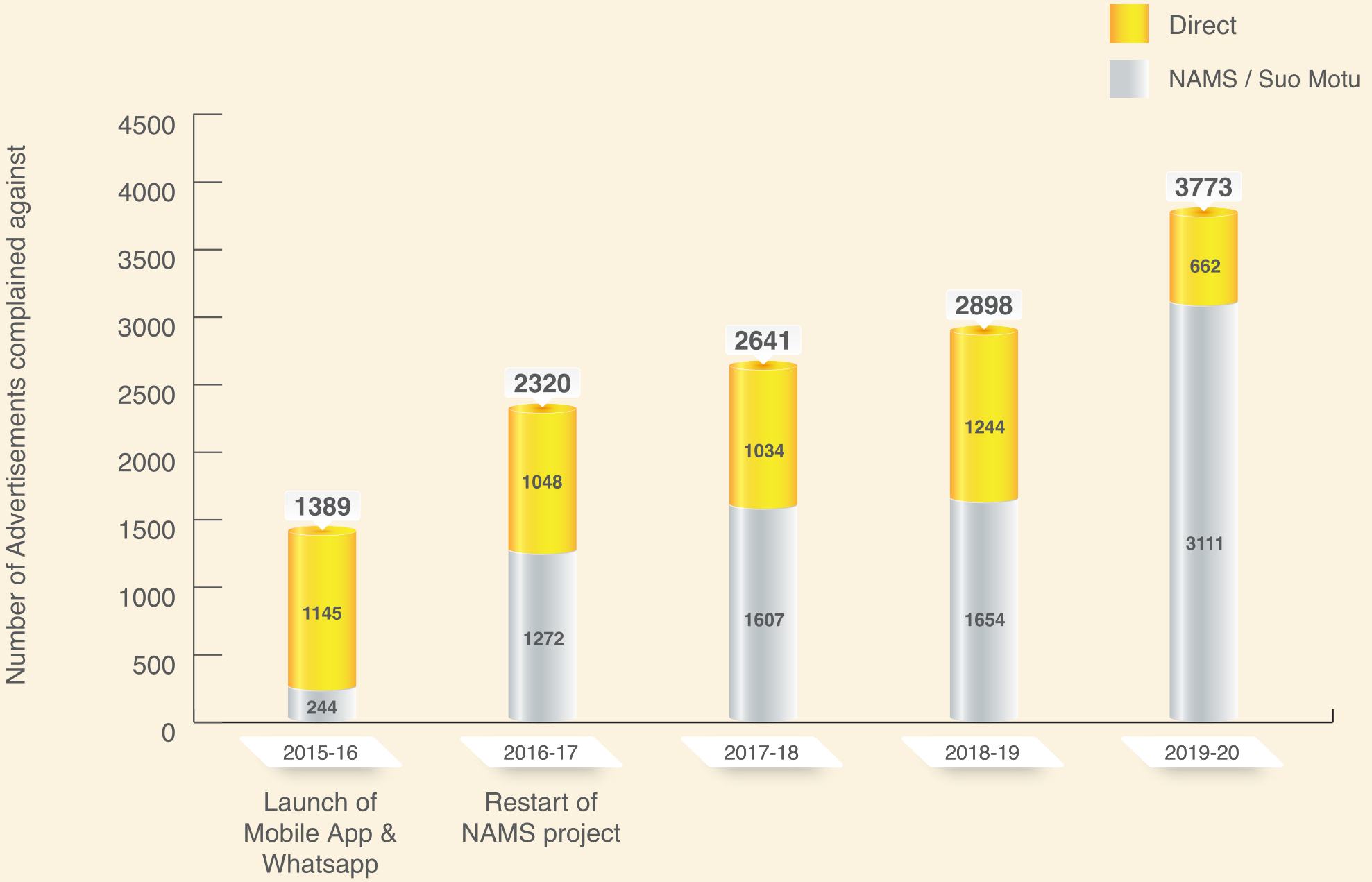
**Informal Resolution wherein advertiser withdraws or modifies the advertisement post receiving complaint.

***Informal Resolution by Secretariat wherein advertiser is advised by the Secretariat to withdraw / modify the advertisement.

****Drugs & Magic Remedies Act (DMR)

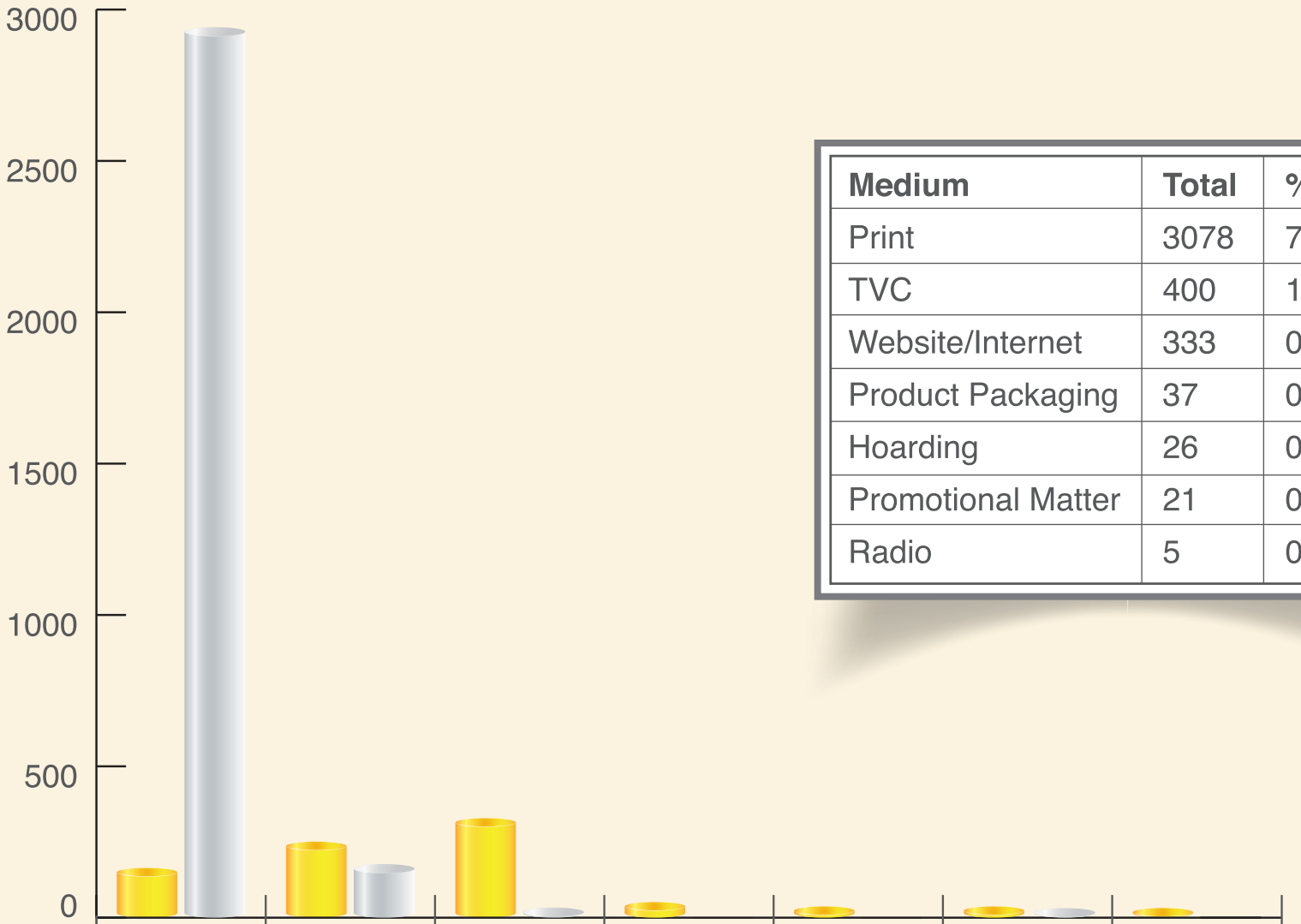
ASCI

ADVERTISEMENTS COMPLAINED AGAINST – 5 YEAR TREND



ASCI

SHARE OF MEDIUM 2019 - 2020



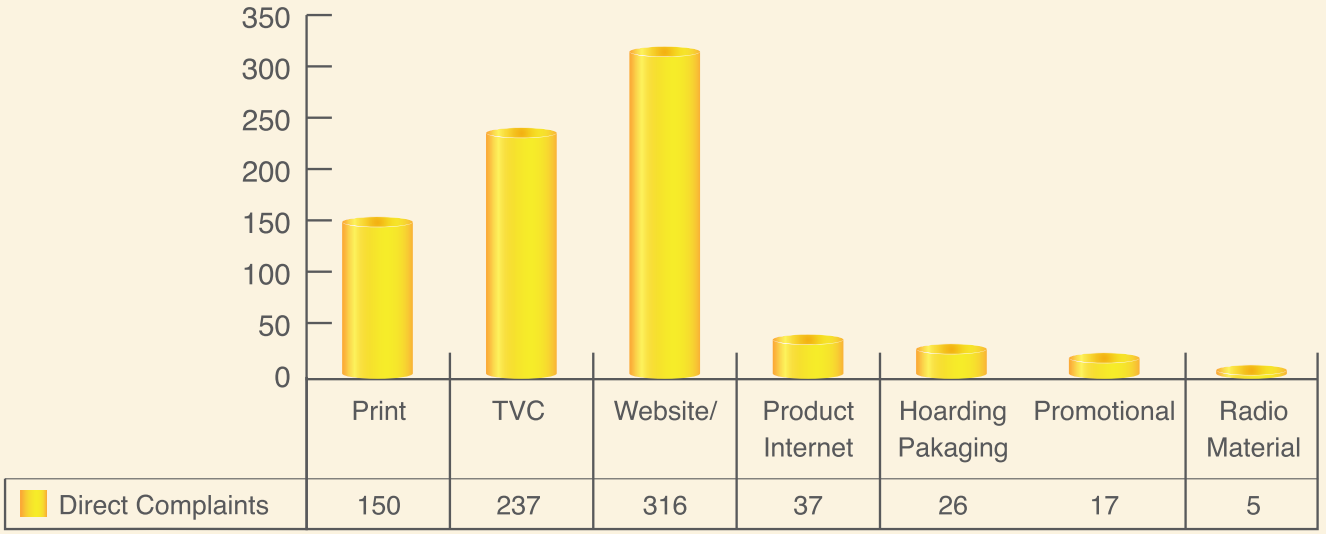
Medium	Total	%
Print	3078	78.92%
TVC	400	10.26%
Website/Internet	333	08.54%
Product Packaging	37	0.95%
Hoarding	26	0.67%
Promotional Matter	21	0.54%
Radio	5	0.12%

	Print	TVC	Website/ Internet	Product Pakaging	Hoarding	Promotional Material	Radio
Direct Complaints	150	237	316	37	26	17	5
NAMS/Suo Motu	2928	163	17	0	0	4	

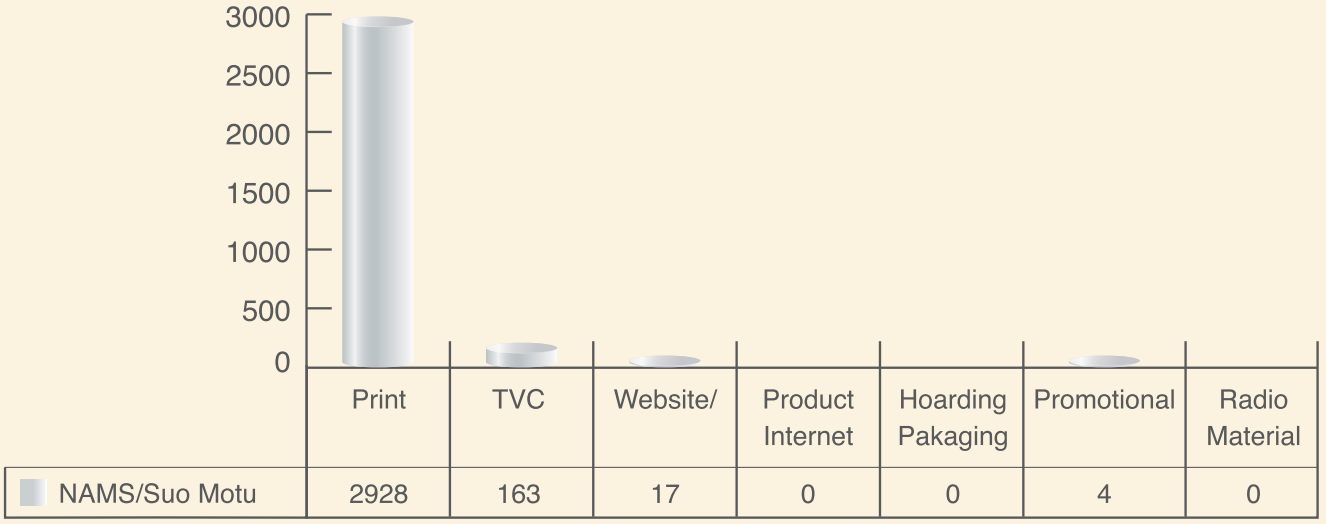
Note: Some complained advertisements covered more than one medium

ASCI

SHARE OF MEDIUM 2019 - 2020



	Print	TVC	Website/	Product Internet	Hoarding Pakaging	Promotional	Radio Material
Direct Complaints	150	237	316	37	26	17	5



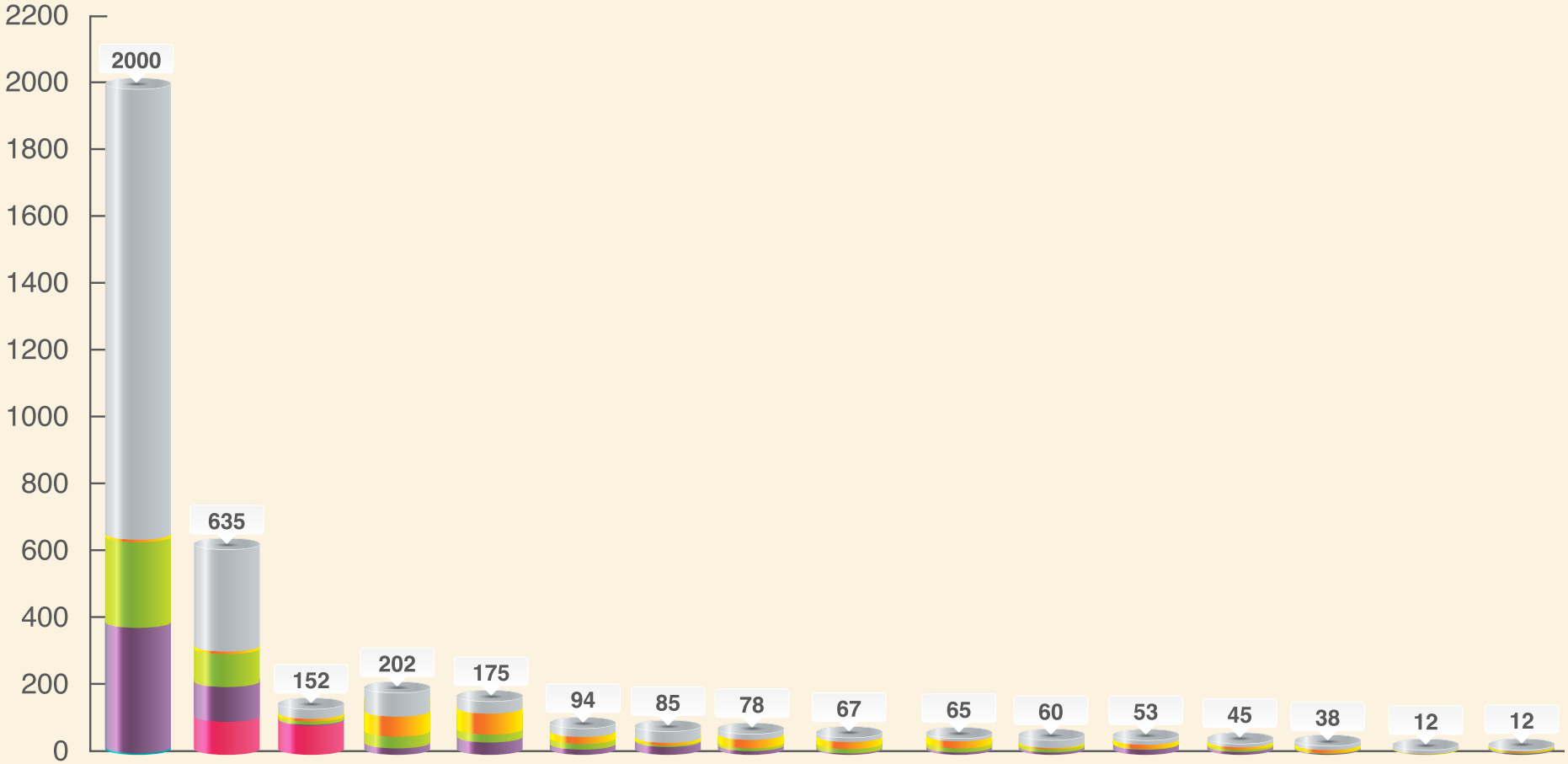
	Print	TVC	Website/	Product Internet	Hoarding Pakaging	Promotional	Radio Material
NAMS/Suo Motu	2928	163	17	0	0	4	0

Medium	Total	%
Print	3078	78.92%
TVC	400	10.26%
Website/Internet	333	08.54%
Product Packaging	37	0.95%
Hoarding	26	0.67%
Promotional Matter	21	0.54%
Radio	5	0.12%

Note: Some complained advertisements covered more than one medium

ASCI

CATEGORY DISTRIBUTION 2019 - 2020

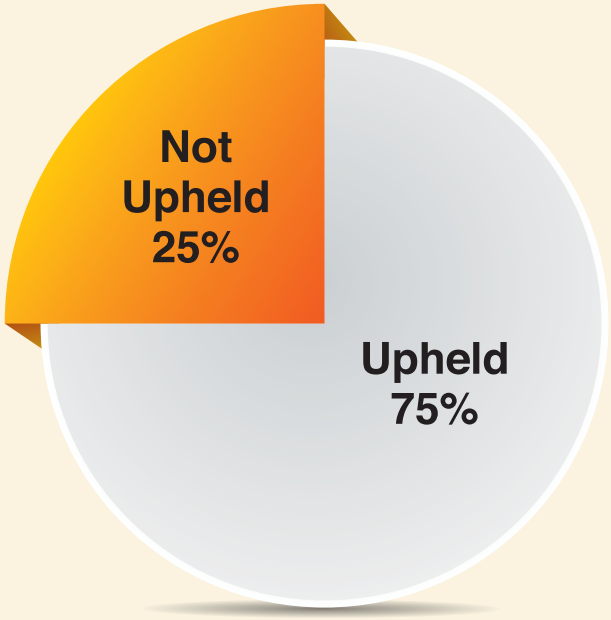


	Education	Clinic / Hospital	Drugs & Medicine	Personal care	Food & Beverages	Durables	Services	Other	E-commerce	Media/ Channels/ Periodicals	Realty	Automotive	Home Care	Telecom Products & Internet Providers	Surrogate / Brand Extension	Banking/ Finance
Upheld	1347	321	34	89	53	41	50	34	29	25	40	18	17	14	10	4
Not Upheld	8	6	9	60	63	21	8	25	21	21	4	21	13	14	1	3
Informally Resoved	266	95	12	34	23	17	4	8	13	12	5	2	9	5	1	2
Informally Resoved by Secretariat	378	113	5	19	36	15	23	11	4	7	11	12	6	5		3
DMR		100	92													
Sub-Judice	1															

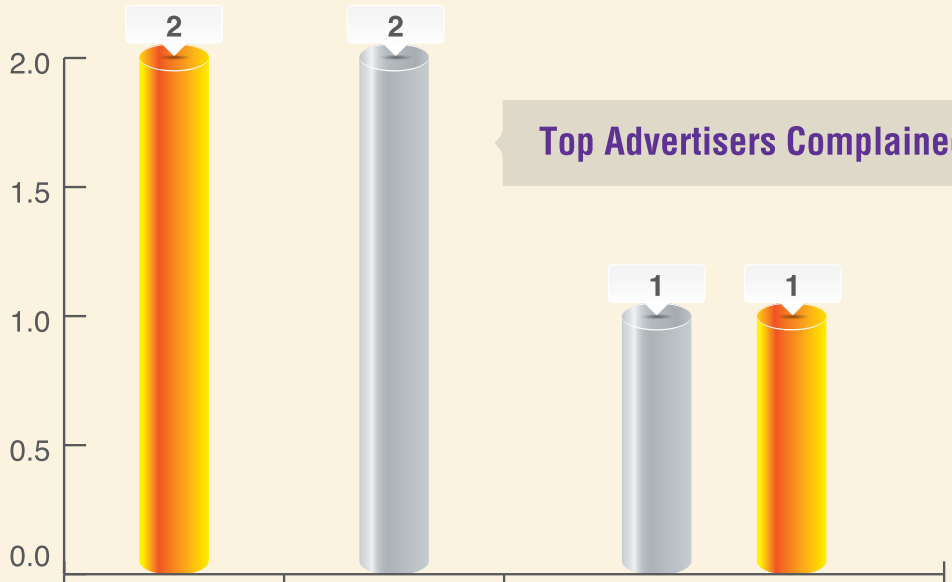
ASCI

FAST TRACK COMPLAINTS ANALYSIS 2019 - 2020

Total Fast Track Complaints - 12

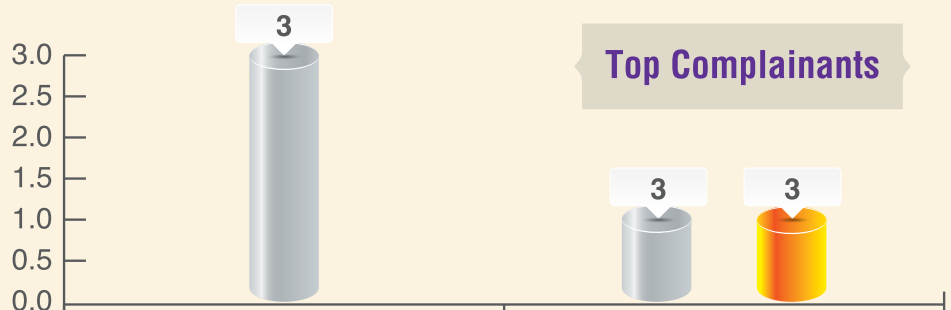


Top Advertisers Complained against



	Hindustan Unilever Ltd.	Eureka Forbes Ltd.	Dabur India Ltd.
Upheld		2	1
Not Upheld	2		1

Top Complainants

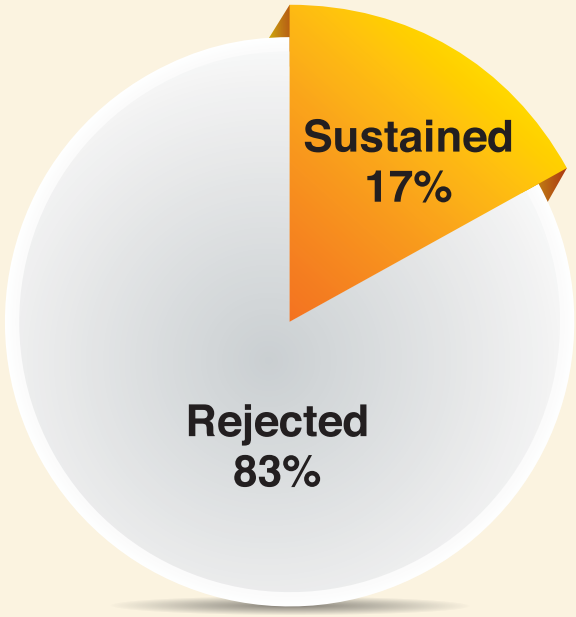


	Hindustan Unilever Ltd.	Marico Ltd.
Upheld	3	1
Not Upheld		1

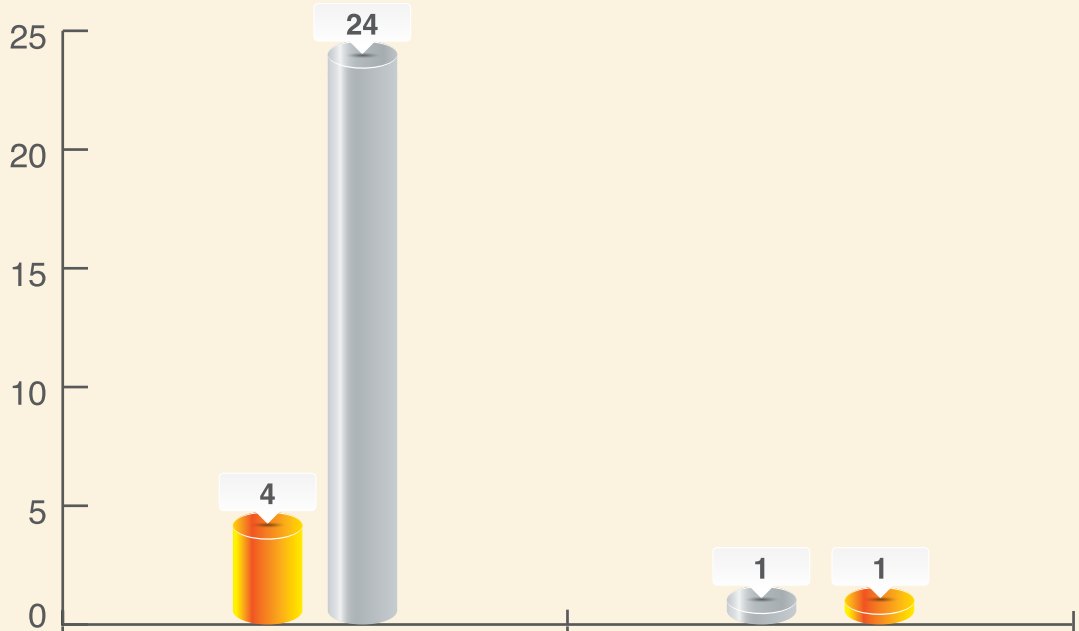
ASCI

INDEPENDENT REVIEW PROCESS ANALYSIS 2019 - 2020

Total Independent Review Cases - 30

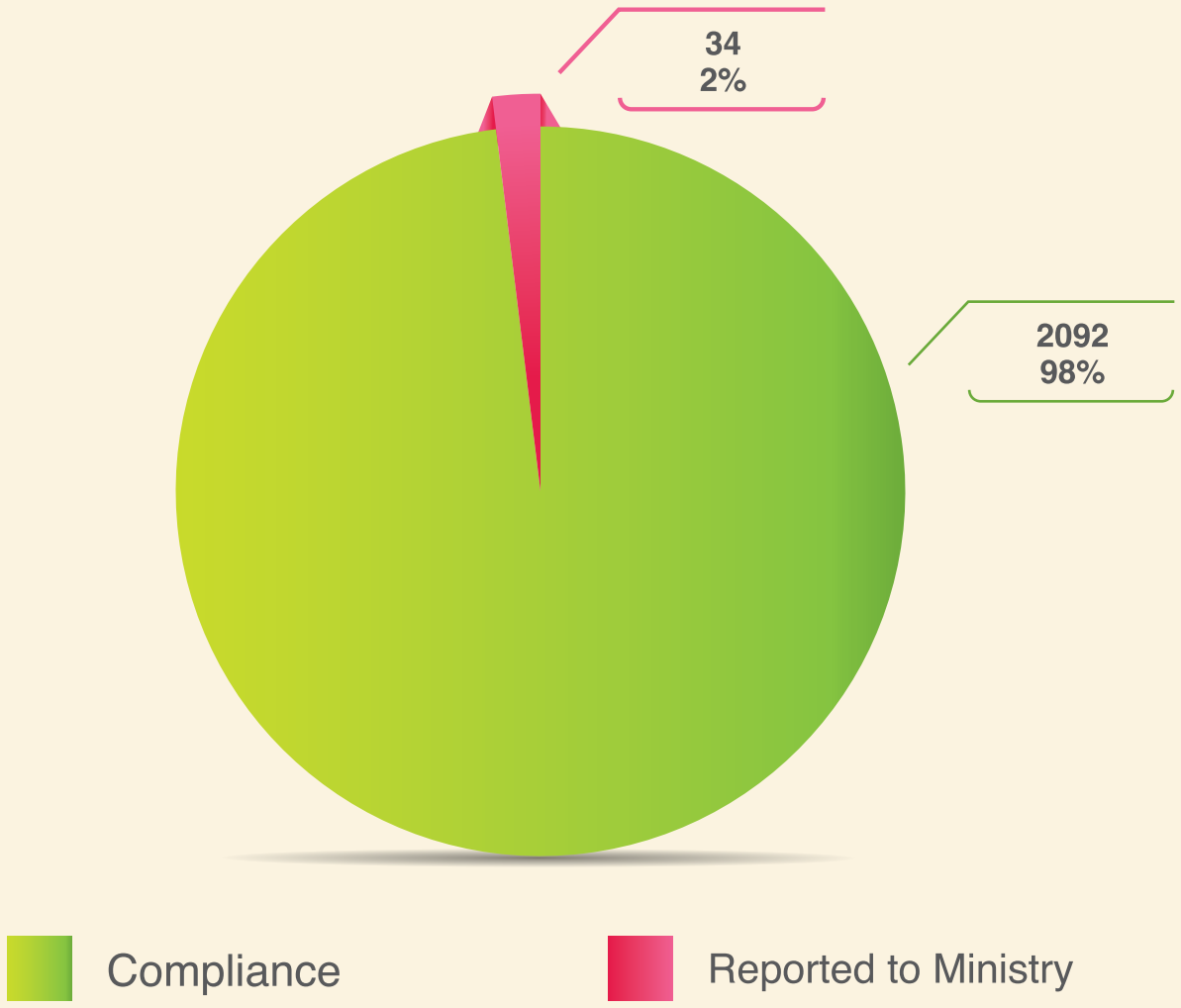


IRP Analysis – Sought by Advertiser and Complainant



	IRP filed by Advertiser	IRP filed by Complainant
Sustained	4	1
Rejected	24	1

COMPLIANCE SUCCESS RATE OF 2126 ADVERTISEMENTS WHERE COMPLAINTS WERE UPHELD 2019 - 2020



Compliance Confirmed by Advertiser or through NAMS Tracking

ASCI


DECENCY
RESPONSIBILITY


ASCI
The Advertising Standards Council Of India
RESPONSIBILITY
FAIRNESS

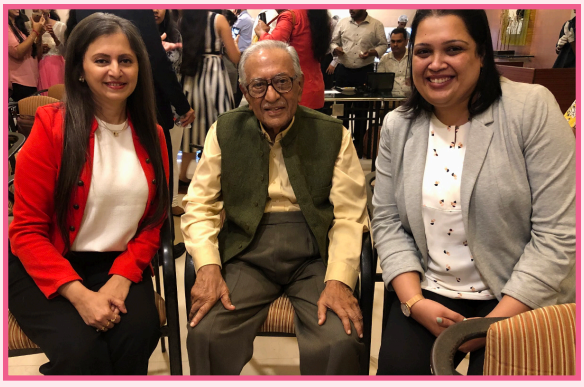























Ashim Sanyal
paritoshjoshi
hemant agarwal
Shweta Purandare
vinita
Atanu Ghosh
Archana
Shweta Purandare
rohit.malkani
Kartik
Consumer Complaints Council Discussion










Beverley's iPhone
Shweta Purandare
Kinjal Kothari
Adrian
Akshata
iPhone Jaya
Priti
Vinod
Priya Patel
Galaxy A50
Kalika Sathe
Shilpa Survase
Manali Kulkarni
Srinivas Kamble
Riddhi
Hilda Macwan
Rukhsheda
Tanvi
Galaxy J5
Redmi
djay
sandeep1234
Bex's Phone
Shilpa Kanchan
Luiza Dsouza




ASCI
The Advertising Standards Council Of India

Independent Auditor's Report

To the Members of Advertising Standards Council of India
Report on the Audit of the Financial Statements

Opinion

We have audited the financial statements of Advertising Standards Council of India ("the Company"), which comprise the Balance Sheet as at 31st March 2020, the Statement of Income and Expenditure and Statement of Cash Flows 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 2020, and Surplus and its Cash flows 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. Advertising Standards Council of India is not a listed entity. Further there are no circumstances wherein, in our opinion it is otherwise necessary to communicate key audit matters in this report

Information other than the Financial Statements and Auditor's Report thereon

The Company's Board of Directors is responsible for the other information. The other information comprise the information included in the Company's annual report, but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Management's Responsibility for the Financial Statements

The Company's Board of Directors is 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, financial performance and cash flows 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 statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Board of Directors 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.

As part of an audit in accordance with SAs, we exercise professional judgement and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under Section 143(3)(i) of the Act, we are also responsible for expressing our opinion on whether the Company has adequate internal financial controls with reference to financial statements in place and the operating effectiveness of such controls.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

Report on Other Legal and Regulatory Requirements

1. The Company is licensed to operate under Section 25 of the Companies Act, 1956 (corresponding to Section 8 of the Companies Act 2013), and accordingly the requirements of the Companies (Auditor's Report) Order, 2016 are not applicable.
2. As required by Section 143(3) of the Act, we report that:
   - (a) We have sought and obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit.
   - (b) In our opinion, proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books.
   - (c) The Balance Sheet, the Statement of Income and Expenditure and the Cash Flow Statement dealt with by this Report are in agreement with the books of account.
   - (d) In our opinion, the aforesaid financial statements comply with the Accounting Standards specified under Section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules 2014.
   - (e) On the basis of the written representations received from the directors as on March 31, 2020, taken on record by the Board of Directors, none of the directors is disqualified as on March 31, 2020 from being appointed as a Director in terms of Section 164 (2) of the Act.
   - (f) With respect to the adequacy of the internal financial controls with reference to financial statements of the Company and the operating effectiveness of such controls, refer to our separate Report in 'Annexure A'.
   - (g) With respect to the other matters to be included in the Auditors' Report in accordance with Rule 11 of the Companies (Audit and Auditors) Rules, 2014, in our opinion and to the best of our information and according to the explanations given to us:
     - i) The Company does not have any pending litigations which would impact its financial position.
     - ii) The Company did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses.
     - iii) There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company;
   - (h) No remuneration is paid to any director of the Company and hence the requirements of section 197(16) are not applicable.

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

(Lalit Khanna)
Partner
Membership No. 5185
UDIN: 20005185AAAAAC4448

Place : Mumbai
Date : 9th July 2020

Annexure 'A' To The Independent Auditors' Report

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

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

We have audited the internal financial controls over financial reporting of Advertising Standards Council of India ('the Company') as of March 31, 2020 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, 2020, 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: 20005185AAAAAC4448

Place : Mumbai
Date : 9th July 2020

Balance Sheet as at 31st March 2020

	Note	As at 31st March 2020 ₹	As at 31st March 2019 ₹
I **EQUITY AND LIABILITIES**			
Corpus and Reserves			
(a) Council's corpus	2	4,274,680	4,182,180
(b) Reserves and surplus	3	133,129,657	126,407,155
		137,404,337	130,589,335
Non-current Liabilities			
(a) Long term provisions	4	1,941,609	1,550,457
		1,941,609	1,550,457
Current Liabilities			
(a) Trade payables	5	3,139,139	600,281
(b) Other current liabilities	6	1,163,534	1,997,213
		4,302,673	2,597,494
Total Equity and Liabilities		**143,648,619**	**134,737,286**
II **ASSETS**			
Non-current Assets			
(a) Property, plant and equipments - tangible	7	617,142	836,024
(b) Non-current investments	8	78,616,260	40,300,000
(c) Long-term loans and advances	9	9,270,895	9,602,030
(d) Other non-current assets	10	1,155,085	436,567
		89,659,382	51,174,621
Current Assets			
(a) Current investments	11	23,270,087	53,870,087
(b) Trade receivables	12	724,229	2,025,548
(c) Cash and cash equivalents	13	18,081,778	11,422,349
(d) Short term loans and advances	14	11,058,241	8,634,971
(e) Other current assets	15	854,902	7,609,710
		53,989,237	83,562,665
Total Assets		**143,648,619**	**134,737,286**
The accompanying notes are an integral part of these Financial Statements.	1-23		

As per our report of even date attached

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

(Lalit Khanna)
Partner
Membership No. 5185

Place : Mumbai
Date : 9th July, 2020

For and on behalf of the Board of Governors

Rohit Gupta
Chairman
DIN: 06955667

Subhash Kamath
Member
DIN: 01731923

Shashidhar Sinha
Member
DIN:00953796

Statement of Income and Expenditure for the year ended 31st March 2020

		Note	Year ended 31st March 2020 ₹	Year ended 31st March 2019 ₹
I	**REVENUE**			
(a)	Revenue from operations	16	41,778,540	42,359,874
(b)	Other income	17	9,227,557	8,626,835
	Total Revenue		**51,006,097**	**50,986,709**
II	**EXPENSES**			
(a)	Employee benefits expense	18	19,729,334	15,084,545
(b)	Operation and other expenses	19	24,166,969	23,302,014
(c)	Depreciation and amortization expense	7	387,292	347,821
	Total Expenses		44,283,595	38,734,380
	Surplus for the year		**6,722,502**	**12,252,329**
	The accompanying notes are an integral part of these Financial Statements.	1-23		

As per our report of even date attached

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

(Lalit Khanna)
Partner
Membership No. 5185

Place : Mumbai
Date : 9th July, 2020

For and on behalf of the Board of Governors

Rohit Gupta
Chairman
DIN: 06955667

Subhash Kamath
Member
DIN: 01731923

Shashidhar Sinha
Member
DIN:00953796

Statement of Cash Flow for the year ended 31st March 2020

Particulars	Year ended 31st March 2020 ₹	Year ended 31st March 2019 ₹
A CASH FLOW FROM OPERATING ACTIVITIES:		
Surplus from income & expenditure account	6,722,502	12,252,329
Add/(Less): Depreciation and amortization expense	387,292	347,821
Profit on sale of assets	-	(8,403)
	7,109,794	12,591,747
Add/(Less): Changes in working capital		
Trade Receivables	1,301,319	(600,529)
Short term loans & advances	(2,423,270)	(5,448,109)
Other current assets	6,754,808	(7,106,821)
Trade payables	2,538,858	(446,479)
Other current liabilities	(833,679)	1,502,095
Net cash (used in) / generated from operating activities - (A)	14,447,830	491,904
B CASH FLOW FROM INVESTING ACTIVITIES:		
Purchase of property, plant and equipments	(168,410)	(635,172)
Sale of property, plant and equipments	-	22,372
Investments made during the year	(7,716,260)	(15,818,846)
Movement in loans and advances	331,135	(242,853)
Movement in other non current assets	(718,518)	4,536,647
Net cash (used in) / generated from investing activities - (B)	(8,272,053)	(12,137,852)
C CASH FLOW FROM FINANCING ACTIVITIES:		
Entrance fees received	92,500	55,000
Payments to legal counsel	-	(610,000)
Movement in long term liabilities	-	(127,220)
Increase in long term provisions	391,152	353,081
Net cash (used in) / generated from financing activities - (C)	483,652	(329,139)
Net increase / (decrease) in cash & cash equivalents - (A+B+C)	6,659,429	(11,975,087)
Add: Cash & cash equivalents at the beginning of the year	11,422,349	23,397,436
Cash & cash equivalents at the end of the year	**18,081,778**	**11,422,349**

As per our report of even date attached

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

(Lalit Khanna)
Partner
Membership No. 5185

Place : Mumbai
Date : 9th July, 2020

For and on behalf of the Board of Governors

Rohit Gupta
Chairman
DIN: 06955667

Subhash Kamath
Member
DIN: 01731923

Shashidhar Sinha
Member
DIN:00953796

Notes forming part of the Financial Statements for the year ended 31st March 2020

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 (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, 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 2020 (Continued)

		As at 31st March 2020 ₹	As at 31st March 2019 ₹
2	**COUNCIL'S CORPUS**		
	Balance as at the beginning of the year	4,182,180	4,127,180
	Entrance fee received during the year	92,500	55,000
	Total	**4,274,680**	**4,182,180**
3	**RESERVES & SURPLUS**		
a)	Legal expense fund		
	As at the beginning of the year	5,493,923	6,103,923
	Contribution received during the year	-	-
	Payments to counsels	-	(610,000)
	As at the end of the year	5,493,923	5,493,923
b)	Accumulation under section 11(2) of the Income Tax Act 1961		
	As at the beginning of the year	39,901,807	35,179,235
	Accumulation for the current year	6,700,000	11,200,000
		46,601,807	46,379,235
	Amount utilized for purpose for which accumulation was made	(8,409,232)	(6,477,428)
	As at the end of the year	38,192,575	39,901,807
c)	Amount pursuant to option exercised under clause (2) of explanation to section 11 (1) of the Income Tax Act.1961		
	As at the beginning of the year	19,000,000	20,000,000
	Amount utilized during the year	(19,000,000)	(20,000,000)
	Option excercised during the year	20,000,000	19,000,000
	As at the end of the year	20,000,000	19,000,000
d)	Accumulation under section 11(1)(a) of the Income Tax Act.1961		
	As at the beginning of the year	46,445,261	38,842,625
	Accumulated during the year	7,642,480	7,602,636
	As at the end of the year	54,087,741	46,445,261
e)	Surplus in the statement of income and expenditure		
	As at the beginning of the year	15,566,164	14,639,043
(i)	Surplus for the year	6,722,502	12,252,329
(ii)	Transferred from accumulation under section 11 (2) as amount no longer required	8,409,232	6,477,428
(iii)	Transferred from amount pursuant to option exercised under clause (2) of explanation to section 11(1) of the Income Tax Act, 1961 as no longer required	19,000,000	20,000,000
		49,697,898	53,368,800
	Appropriations :		
(i)	Amount pursuant to option exercised under clause (2) of explanation to section 11 (1) of the Income Tax Act 1961	(20,000,000)	(19,000,000)
(ii)	Accumulation under section 11 (2) of the Income tax Act, 1961 in respect of the current year	(6,700,000)	(11,200,000)
(iii)	Accumulation under section 11 (1) (a) of the Income tax Act, 1961	(7,642,480)	(7,602,636)
	As at the end of the year	15,355,418	15,566,164
	Total	**133,129,657**	**126,407,155**

Notes Forming Part of The Financial Statements for the year Ended 31st March 2020 (Continued)

		As at 31st March 2020 ₹	As at 31st March 2019 ₹
4	**LONG-TERM PROVISIONS**		
(a)	Provision for employee benefits (Being provision for leave encashment)	1,941,609	1,550,457
	Total	**1,941,609**	**1,550,457**
5	**TRADE PAYABLES**	**3,139,139**	**600,281**
5.1	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.		
6	**OTHER CURRENT LIABILITIES**		
(a)	Statutory liabilities	307,724	330,493
(b)	Advance payments	855,810	1,666,720
	Total	**1,163,534**	**1,997,213**

Notes Forming Part of The Financial Statements for the year Ended 31st March 2020 (Continued)

7 PROPERTY, PLANT AND EQUIPMENTS

Tangible assets

	Description of the Assets	COST				DEPRECIATION				NET BOOK VALUE	
		As at 1st April 2019 ₹	Additions during the year ₹	Deductions / Adjustments ₹	As at 31st March 2020 ₹	Upto 1st April 2019 ₹	For the year ₹	Deductions / Adjustments ₹	Upto 31st March 2020 ₹	As at 31st March 2020 ₹	As at 31st March 2019 ₹
(a)	Computers	2,323,866	148,060	-	2,471,926	1,631,663	351,191	-	1,982,854	489,072	692,203
(b)	Office Equipments	255,759	20,350	-	276,109	219,092	19,037	-	238,129	37,980	36,667
(c)	Furniture & Fixtures	170,631	-	-	170,631	63,477	17,064	-	80,541	90,090	107,154
	Total	**2,750,256**	**168,410**	**-**	**2,918,666**	**1,914,232**	**387,292**	**-**	**2,301,524**	**617,142**	**836,024**
	Previous Year's 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

Notes Forming Part of The Financial Statements for the year Ended 31st March 2020 (Continued)

		As at 31st March 2020 ₹	As at 31st March 2019 ₹
8	**NON-CURRENT INVESTMENTS**		
	Non trade investments (Unquoted at cost)		
(a)	Fixed Deposits with Housing Development Finance Corporation Limited		
(i)	Nil (Previous year 1) 7.40% Deposit of ₹1,000,000/- Annual Income Plan	-	1,000,000
(ii)	Nil (Previous year 1) 7.40% Deposit of ₹500,000/- Annual Income Plan	-	500,000
(iii)	Nil (Previous year 2) 7.40% Deposits of ₹2,000,000/- each Annual Income Plan	-	4,000,000
(iv)	Nil (Previous year 1) 7.40% Deposit of ₹1,500,000/- Annual Income Plan	-	1,500,000
(v)	1 (Previous year 1) 8.10% Deposit of ₹8,000,000/- Annual Income Plan	8,000,000	8,000,000
(vi)	1 (Previous year 1) 8.10% Deposit of ₹9,000,000/- Annual Income Plan	9,000,000	9,000,000
(vii)	1 (Previous year Nil) 7.47% Deposit of ₹4,000,000/- Annual Income Plan	4,000,000	-
(viii)	1 (Previous year Nil) 7.32% Deposit of ₹1,000,000/- Half Yearly Income Scheme	1,000,000	-
(ix)	1 (Previous year Nil) 7.32% Deposit of ₹2,000,000/- Half Yearly Income Scheme	2,000,000	-
(x)	2 (Previous year Nil) 7.19% Deposits of ₹1,000,000/- each Cumulative Income Plan	2,000,000	-
(xi)	2 (Previous year Nil) 7.19% Deposits of ₹3,000,000/- each Cumulative Income Plan	6,000,000	-
(xii)	1 (Previous year Nil) 6.90% Deposit of ₹3,716,260/- Cumulative Income Plan	3,716,260	-
		35,716,260	24,000,000
(b)	Fixed Deposits with LIC Housing Finance Limited		
(i)	1 (Previous year 1) 8.25% Deposit of ₹ 3,000,000/- Non Cumulative Income Plan	3,000,000	3,000,000
(ii)	3 (Previous year 3) 8.25% Deposits of ₹1,000,000/- each Non Cumulative Income Plan	3,000,000	3,000,000
(iii)	4 (Previous year Nil) 8.25% Deposits of ₹1,000,000/- each Cumulative Income Plan	4,000,000	-
(iv)	6 (Previous year Nil) 8.25% Deposits of ₹1,500,000/- each Non Cumulative Income Plan	9,000,000	-

Notes Forming Part of The Financial Statements for the year Ended 31st March 2020 (Continued)

		As at 31st March 2020 ₹	As at 31st March 2019 ₹
(v)	1 (Previous year 1) 8.25% Deposit of ₹500,000/- Non Cumulative Income Plan	500,000	500,000
(vi)	3 (Previous year Nil) 8.25% Deposits of ₹2,000,000/- each Non Cumulative Income Plan	6,000,000	-
(vii)	2 (Previous year Nil) 8.25% Deposits of ₹2,000,000/- each Cumulative Income Plan	4,000,000	-
(viii)	3 (Previous year Nil) 7.95% Deposits of ₹2,000,000/- each Cumulative Income Plan	6,000,000	-
(ix)	1 (Previous year Nil) 7.95% Deposit of ₹300,000/- Non Cumulative Income Plan	300,000	-
(x)	3 (Previous year Nil) 7.95% Deposits of ₹1,000,000/- each Non Cumulative Income Plan	3,000,000	-
(xi)	1 (Previous year Nil) 7.95% Deposit of ₹2,000,000/- Non Cumulative Income Plan	2,000,000	-
(xii)	1 (Previous year Nil) 7.95% Deposit of ₹100,000/- Non Cumulative Income Plan	100,000	-
(xiii)	1 (Previous year Nil) 7.95% Deposit of ₹500,000/- Non Cumulative Income Plan	500,000	-
(xiv)	1 (Previous year Nil) 7.95% Deposit of ₹1,500,000/- Non Cumulative Income Plan	1,500,000	-
		42,900,000	6,500,000
(c)	Fixed Deposits with PNB Housing Finance Limited		
(i)	Nil (Previous year 2) 7.40% Deposits of ₹ 2,000,000/- each Cumulative Income Plan	-	4,000,000
		-	4,000,000
(d)	Fixed Deposits with Can Fin Homes Limited		
(i)	Nil (Previous year 1) 7.60% Deposit of ₹ 2,500,000/- Non Cumulative Income Plan	-	2,500,000
(ii)	Nil (Previous year 1) 7.10% Deposit of ₹ 3,300,000/- Non Cumulative Income Plan	-	3,300,000
		-	5,800,000
	Total	**78,616,260**	**40,300,000**

Notes Forming Part of The Financial Statements for the year Ended 31st March 2020 (Continued)

		As at 31st March 2020 ₹	As at 31st March 2019 ₹
9	**LONG-TERM LOANS AND ADVANCES** (Unsecured considered good)		
(a)	Security deposits	6,106,000	6,106,000
(b)	Prepaid taxes	3,164,895	3,496,030
	Total	**9,270,895**	**9,602,030**
10	**OTHER NON-CURRENT ASSETS**		
(a)	Interest accrued on investments	1,155,085	436,567
	Total	**1,155,085**	**436,567**
11	**CURRENT INVESTMENTS** Non trade investments (Unquoted at cost)		
(a)	Fixed Deposits with Housing Development Finance Corporation Limited		
(i)	2 (Previous year Nil) 7.40% Deposits of ₹ 2,000,000/- each Annual Income Plan	4,000,000	-
(ii)	1 (Previous year Nil) 7.40% Deposit of ₹ 1,500,000/- Annual Income Plan	1,500,000	-
(iii)	1 (Previous year Nil) 7.40% Deposit of ₹1,000,000/- Annual Income Plan	1,000,000	-
(iv)	1 (Previous year Nil) 7.40% Deposit of ₹500,000/- Annual Income Plan	500,000	-
(v)	Nil (Previous year 2) 8.25% Deposits of ₹ 2,000,000/- each Cumulative Income Plan	-	4,000,000
(vi)	Nil (Previous year 1) 7.80% Deposit of ₹ 1,000,000/- Annual Income Plan	-	1,000,000
(vii)	Nil (Previous year 1) 7.80% Deposit of ₹ 500,000/- Annual Income Plan	-	500,000
(viii)	Nil (Previous year 1) 7.40% Deposit of ₹ 3,000,000/- Cumulative Income Plan	-	3,000,000
(ix)	Nil (Previous year 1) 7.40% Deposit of ₹ 3,000,000/- Annual Income Plan	-	3,000,000
(x)	Nil (Previous year 1) 7.40% Deposit of ₹ 2,000,000/- Annual Income Plan	-	2,000,000
(xi)	Nil (Previous year 1) 7.40% Deposit of ₹ 1,500,000/- Annual Income Plan	-	1,500,000
		7,000,000	15,000,000

Notes Forming Part of The Financial Statements for the year Ended 31st March 2020 (Continued)

		As at 31st March 2020 ₹	As at 31st March 2019 ₹
(b)	Fixed Deposits with LIC Housing Finance Limited		
(i)	Nil (Previous year 1) 9.60% Deposit of ₹ 4,000,000/- Cumulative Income Plan	-	4,000,000
(ii)	Nil (Previous year 4) 8.40% Deposits of ₹1,500,000/- each Cumulative Income Plan	-	6,000,000
(iii)	Nil (Previous year 2) 8.40% Deposits of ₹2,000,000/- each Cumulative Income Plan	-	4,000,000
(iv)	Nil (Previous year 4) 8.40% Deposits of ₹1,000,000/- each Cumulative Income Plan	-	4,000,000
(v)	Nil (Previous year 1) 8.40% Deposit of ₹2,000,000/- Non Cumulative Income Plan	-	2,000,000
(vi)	Nil (Previous year 2) 8.40% Deposits of ₹ 1,500,000/- each Non Cumulative Income Plan	-	3,000,000
(vii)	Nil (Previous year 1) 8.15% Deposit of ₹300,000/- Non Cumulative Income Plan	-	300,000
(viii)	Nil (Previous year 3) 8.15% Deposits of ₹ 1,000,000/- each Non Cumulative Income Plan	-	3,000,000
(ix)	Nil (Previous year 2) 8.15% Deposits of ₹2,000,000/- each Non Cumulative Income Plan	-	4,000,000
(x)	Nil (Previous year 1) 8.15% Deposit of ₹100,000/- Non Cumulative Income Plan	-	100,000
		-	30,400,000
(c)	Fixed Deposits with PNB Housing Finance Limited		
(i)	2 (Previous year Nil) 7.40% Deposits of ₹ 2,000,000/- each Cumulative Income Plan	4,000,000	-
(ii)	Nil (Previous year 2) 7.90% Deposits of ₹ 1,000,000/- each Cumulative Income Plan	-	2,000,000
		4,000,000	2,000,000
(d)	Fixed Deposits with Can Fin Homes Limited		
(i)	1 (Previous year Nil) 7.60% Deposit of ₹ 2,500,000/- Non Cumulative Income Plan	2,500,000	-
(ii)	1 (Previous year Nil) 7.10% Deposit of ₹ 3,300,000/- Non Cumulative Income Plan	3,300,000	-
		5,800,000	-

Notes Forming Part of The Financial Statements for the year Ended 31st March 2020 (Continued)

		As at 31st March 2020 ₹	As at 31st March 2019 ₹
(c)	Legal Expense Fund Fixed Deposits with HDFC Bank Limited		
(i)	1 (Previous year Nil) 7.30% Deposit of ₹200,000/-	200,000	-
(ii)	1 (Previous year Nil) 6.45% Deposit of ₹249,808/-	249,808	-
(iii)	1 (Previous year Nil) 6.30% Deposit of ₹600,000/-	600,000	-
(iv)	1 (Previous year Nil) 6.30% Deposit of ₹650,000/-	650,000	-
(v)	1 (Previous year Nil) 6.30% Deposit of ₹448,648/-	448,648	-
(vi)	1 (Previous year Nil) 6.30% Deposit of ₹126,923/-	126,923	-
(vii)	1 (Previous year Nil) 7.30% Deposit of ₹10,174/-	10,174	-
(viii)	1 (Previous year Nil) 6.30% Deposit of ₹175,000/-	175,000	-
(ix)	1 (Previous year Nil) 6.30% Deposit of ₹825,000/-	825,000	-
(x)	1 (Previous year Nil) 6.30% Deposit of ₹300,000/-	300,000	-
(xi)	1 (Previous year Nil) 6.30% Deposit of ₹759,534/-	759,534	-
(xii)	1 (Previous year Nil) 6.30% Deposit of ₹1,275,000/-	1,275,000	-
(xiii)	1 (Previous year Nil) 6.30% Deposit of ₹300,000/-	300,000	-
(xiv)	1 (Previous year Nil) 6.30% Deposit of ₹175,000/-	175,000	-
(xv)	1 (Previous year Nil) 7.30% Deposit of ₹125,000/-	125,000	-
(xvi)	1 (Previous year Nil) 7.30% Deposit of ₹250,000/-	250,000	-
(xvii)	Nil (Previous year 1) 6.85% Deposit of ₹200,000/-	-	200,000
(xviii)	Nil (Previous year 1) 7.30% Deposit of ₹249,808/-	-	249,808
(xix)	Nil (Previous year 1) 7.30% Deposit of ₹600,000/-	-	600,000
(xx)	Nil (Previous year 1) 7.30% Deposit of ₹650,000/-	-	650,000
(xxi)	Nil (Previous year 1) 7.30% Deposit of ₹448,648/-	-	448,648
(xxii)	Nil (Previous year 1) 7.30% Deposit of ₹126,923/-	-	126,923
(xxiii)	Nil (Previous year 1) 6.65% Deposit of ₹10,174/-	-	10,174
(xxiv)	Nil (Previous year 1) 7.30% Deposit of ₹175,000/-	-	175,000
(xxv)	Nil (Previous year 1) 7.30% Deposit of ₹825,000/-	-	825,000
(xxvi)	Nil (Previous year 1) 7.30% Deposit of ₹300,000/-	-	300,000
(xxvii)	Nil (Previous year 1) 7.30% Deposit of ₹759,534/-	-	759,534

Notes Forming Part of The Financial Statements for the year Ended 31st March 2020 (Continued)

		As at 31st March 2020 ₹	As at 31st March 2019 ₹
(xxviii)	Nil (Previous year 1) 7.30% Deposit of ₹1,275,000/-	-	1,275,000
(xxix)	Nil (Previous year 1) 7.30% Deposit of ₹300,000/-	-	300,000
(xxx)	Nil (Previous year 1) 7.30% Deposit of ₹175,000/-	-	175,000
(xxxi)	Nil (Previous year 1) 7.00% Deposit of ₹125,000/-	-	125,000
(xxxii)	Nil (Previous year 1) 7.00% Deposit of ₹250,000/-	-	250,000
		6,470,087	6,470,087
	Total	**23,270,087**	**53,870,087**
12	**TRADE RECEIVABLES** (Unsecured)		
(a)	Outstanding for a period exceeding six months from the date they are due for payment		
(i)	Considered good	31,000	29,500
(ii)	Considered doubtful	-	-
		31,000	29,500
(b)	Other debts considered good	693,229	1,996,048
	Total	**724,229**	**2,025,548**
13	**CASH AND BANK BALANCES**		
(a)	Cash and cash equivalents		
(i)	Cash in hand	30,539	27,687
(ii)	Balance with banks		
	Savings account	14,518,884	8,130,011
	Current account	1,973,927	1,811,700
		16,523,350	9,969,398
(b)	Short-term bank deposits	1,558,428	1,452,951
	Total	**18,081,778**	**11,422,349**
14	**SHORT-TERM LOANS AND ADVANCES** (Unsecured considered good)		
(a)	Security deposits	1,890,000	1,890,000
(b)	Prepaid taxes	5,053,056	2,919,711
(c)	Other amounts recoverable in cash or in kind or for value to be received	4,115,185	3,825,260
	Total	**11,058,241**	**8,634,971**
15	**OTHER CURRENT ASSETS**		
(a)	Interest accrued on investments and bank deposits	854,902	7,609,710
	Total	**854,902**	**7,609,710**

Notes Forming Part of The Financial Statements for the year Ended 31st March 2020 (Continued)

		Year Ended 31st March 2020 ₹	Year Ended 31st March 2019 ₹
16	**REVENUE FROM OPERATIONS**		
(a)	Membership subscription	32,364,125	30,982,000
(b)	Complaints processing charges	9,369,915	11,333,374
(c)	E-learning fee	44,500	44,500
	Total	**41,778,540**	**42,359,874**
17	**OTHER INCOME**		
(a)	Interest income		
(i)	Interest on bank deposits	1,586,155	1,744,138
(ii)	Interest on investments	7,580,816	6,832,593
		9,166,971	8,576,731
(b)	Miscellaneous income	60,586	8,403
(c)	Sundry balances written back	-	41,701
	Total	**9,227,557**	**8,626,835**
18	**EMPLOYEE BENEFITS EXPENSE**		
(a)	Salaries, allowances, bonus and incentives	19,066,472	14,289,069
(b)	Staff welfare expenses	217,307	97,363
(c)	Contribution to group gratuity cash accumulation plan	445,555	698,113
	Total	19,729,334	15,084,545

Notes Forming Part of The Financial Statements for the year Ended 31st March 2020 (Continued)

		Year Ended 31st March 2020 ₹	Year Ended 31st March 2019 ₹
19	**OPERATION AND OTHER EXPENSES**		
(a)	Legal & professional charges (See Note (i) below)	5,386,370	5,745,514
(b)	Rent	4,583,006	3,537,888
(c)	Honorarium and independent review process fee	3,633,808	3,935,592
(d)	Printing & stationery	479,694	527,376
(e)	Travelling & conveyance	480,634	315,087
(f)	Telephone charges	144,671	145,381
(g)	Electricity charges	261,170	201,931
(h)	Repairs & maintenance	292,664	307,691
(i)	IT support charges	438,000	426,000
(j)	Auditors' remuneration (See Note (ii) below)	91,000	75,000
(k)	Expenses on monitoring of advertisements	3,272,220	3,194,400
(l)	Website expenses	276,641	573,270
(m)	ASCI awareness expenses	3,505,826	2,140,898
(n)	Irrecoverable amounts written off	72,000	841,840
(o)	Miscellaneous expenses (See Note (iii) below)	1,249,265	1,334,146
	Total	**24,166,969**	**23,302,014**

Notes:-

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

(a) Taxation services	55,000	55,000
(b) Other services	-	83,250
	55,000	138,250

(ii) Auditors' remuneration comprises:-

Audit fees	75,000	75,000
Other services	16,000	-
	91,000	75,000

(iii) Miscellaneous Expenses include :-

Insurance charges of Computers, Office Equipments etc.	41,338	86,434

Notes Forming Part of The Financial Statements for the year Ended 31st March 2020 (Continued)

		Year Ended 31st March 2020 ₹	Year Ended 31st March 2019 ₹
20	**FOREIGN CURRENCY EARNINGS AND EXPENDITURE**		
(a)	Foreign currency earnings	-	-
(b)	Foreign currency expenditure (Expenditure towards membership fee of International Council for Ad Self-Regulation)	246,226	241,067

21 Disclosure of transactions between the Company and Related parties and the status of outstanding balances as at 31st March, 2020 (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.	1,197,900 (1,171,875)
Balance payable as on 31st March 2020	As above		107,810 (108,242)

22 In the Income tax assessment for the Assessment Year 2016-17 and Assessment Year 2017-18, 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 and Rs. 12,68,344 respectively after giving credit of tax deducted at source of Rs. 11,27,411 and Rs.13,52,626 respectively. An appropriate appeal has been submitted to the Commissioner of Income Tax (Appeals) for both the years. A part payment of Rs. 2,75,243 for the Assessment year 2016-17 and Rs. 2,53,700 for Assessment Year 2017-18 have been paid. If exemption under section 11 is allowed, the Council will be due a refund of Rs.14,02,654 comprising Rs.11,27,411 being tax deducted at source and Rs. 2,75,243 being tax already paid for the Assessment Year 2016-17 and Rs.16,06,326 comprising Rs. 13,52,626 being tax deducted at source and Rs. 2,53,700 being tax already paid for the Assessment Year 2017-18. Subject to the above, there is a contingent liability for Rs.11,00,972 (13,76,215 - 2,75,243) for Assessment Year 2016-17 and Rs.10,14,644 (12,68,344 - 2,53,700) for Assessment Year 2017-18 being claim against the Council not acknowledged as debt.

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

Signatures to Notes 1 to 23

As per our report of even date attached

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

(Lalit Khanna)
Partner
Membership No. 5185

Place : Mumbai,
Date : 9th July, 2020

For and on behalf of the Board of Governors

Rohit Gupta
Chairman
DIN: 06955667

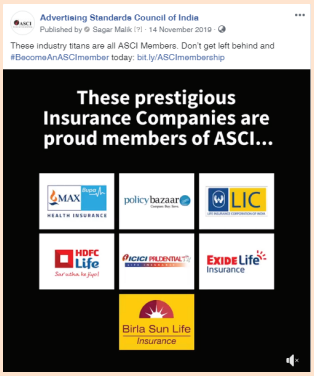
Subhash Kamath
Member
DIN: 01731923

Shashidhar Sinha
Member
DIN:00953796

Notes

Notes

CAMPAIGNS







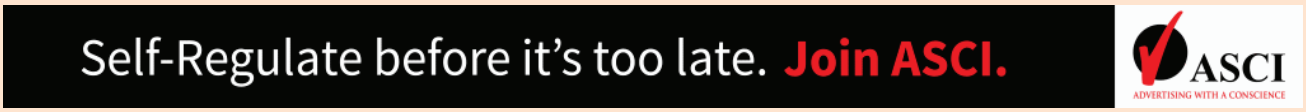




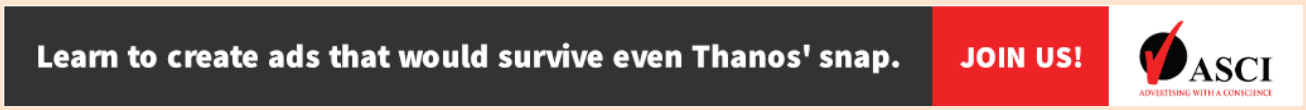
DIGITAL BANNERS













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Crackdown on misleading ads featuring celebrities

Claims of many ads found unsubstantiated; ASCI orders removal of such ads from all media platforms

RAJESH KUMAR ■ NEW DELHI

Coming down heavily on misleading advertisements, including those featuring several celebrities, the Advertising Standard Council of India (ASCI) has issued directions for their removal from all media platforms — print, digit...

CricPlay online game by cricketer-turned politician Gautam Gambhir and housing firms ads by actress Vidya Balan.

Asian Paints in its advertisement of the "anti-bacterial paint" featuring Bollywood celebrities Ranbir Kapoor and Deepika Pad...

permitted the use of their logo for the "Asian Paints Silver Ion Technology" and not for the product as a whole. The advertiser did not provide any evidence showing that the celebrities had done due diligence...



A claim endorsed by famous cricketer-turned-MP Gautam Gambhir f... ming app being "India... Fantasy Cricket ... also not substant...

This is not that renowne... from Bollywo... were found ... leading adver...

Former I... tain MS Dh... brand am... Amrapali ... ing pros... thousanc... NCR. H... forensi... mitted ... on th... expe... Amr...

tisements, of which 106 advertisements were promptly withdrawn. The independent Consumer Complaints Council ... ASCI upheld complaints, ... advertisements, ... eval...



Brands are all about creativity and freedom of expression. While pushing the envelope to make one's mark and stand out amongst the rest, it is important that brands adhere to the principles of advertising contents. The Advertising Standards Council of India (ASCI) is the self-regulatory body for the... ASCI has been set up by the... Indian Society of Advertisers (ISA), the... Advertising Agencies Association of India (AAAI) and the... International Council of Advertising (IAA)...

New Chairman Rohit Gupta's three-point vision for propelling ASCI



On 19th September, the Advertising Standards Council of India held their 12th Annual General Meeting (AGM) to announce their new board members and chairman. Rohit Gupta, President of Sony Pictures Networks India was elected ... Subhash Kamath, Managing Partner, ... Chairman ... are ...

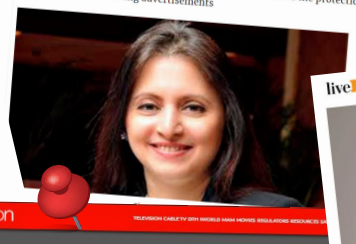
Non-members cannot dodge advertising self-regulatory body, says Delhi court ruling

Sha... out t... 49 m... adver...

DMR Bill 2020 will be strong deterrent for irresponsible and illegal ads, says Shweta Purandare of ASCI

BestMediaInfo Bureau
Mumbai, February 10, 2020

The self-regulatory body is also working on a project for suo moto surveillance of digital media. It will work closely with regulators to ensure the protection of consumers from misleading advertisements









Rohit Gupta, president, Sony Pictures Networks.

Virulent ADs: Give ASCI more teeth against misleading corona-related ads

By, The Financial Express | Published: March 19, 2020 4:30:02 AM

Give ASCI more teeth against misleading corona related ads. The govt also must crack down on misinformation.





Rohit Gupta elected as chairman of ASCI

2 min read . U...
Saumya Tewa...

Gupta, who... D. Shivaku... Gupta says ...







as vice-chairman, takes the top ... up executive president, corporate ... group.

ASCI to further strengthen the advertising ecosystem in 2020 with new guidelines



During the month of October 2019, ASCI investigated complaints against 344 advertisements, of which 80 advertisements were promptly withdrawn by the advertisers on receipt of communication from ASCI. The independent Consumer Complaints Council (CCC) of ASCI evaluated 264 advertisements, of which complaints against 137 advertisements were upheld. Of these 137 advertisements, 89 belonged to the **education sector**, 29 belonged to the **healthcare sector**, four to **personal care**, two to the **food & beverages sector**, and 13 were from the **'others'** category.

In the CCC deliberations, the most common reason for upholding complaints was that the advertisements were misleading and exploited consumers' lack of knowledge. This was followed by violations of ASCI Guidelines for Advertising of Educational Institutions and Programs. The other reasons for complaints to be upheld were superlative claims and unsubstantiated claims of having won awards.

Top brands breach ad rules in sale rush



BRANDEQUITY.com

E-COMMERCE PULLED UP

COVID-19: ASCI monitoring ads making unsubstantiated & opportunistic claims

The number of complaints on ASCI's WhatsApp facility has tripled

by exchange4media Staff
Updated: May 31, 2020 2:25 PM



MARKETING

Advertising with a conscience

VENKATA SUSHMA BISWAS

UNILEVER, THE WORLD'S biggest advertiser, has vowed to stop advertising to children below the age of 12 over concerns of childhood obesity, impact of social media and the vast number of products to choose from". In the past, multinationals companies such as Mondelez, Coca-Cola, PepsiCo, Nestlé, Ferrero and Unilever, which are members of the International Food and Beverage Alliance (IFBA), have voluntarily adopted responsible advertising guidelines for children. This pledge does not impose any restrictions on marketing "better-for-you" products to children under the age of 12, irrespective of the nutrition content of the product, to another recent comment of the group. However, Unilever's Responsible Advertising and Marketing Communications to Children, YouTube has declared that it will disable personalised ads on videos targeting children.

Acting responsibly

"The promises made by IFBA members and Unilever not only address targeting children through television advertising, but extend to digital, point-of-sale communications as well as character and movie tie-ups. Unilever has also committed to not use 12- Unilever has also committed to not use 12- children under the age of 12 in their ...

As brands pledge to advertise to children responsibly, how will it impact consumption of products with low nutritional value?



Authority of India. Unilever's pledge includes the introduction of the 'Responsible Made-for-Kids' promise. By Reality Hall's, kids ice-cream will contain 110 calories, 4 kids ice-cream will contain 110 calories, 4 grams of sugar and three gm... maximum of 12 gm of saturated fat per portion.

Experts say that even though brands may have stopped targeting children and selling products containing HFSS on school premises, they have doubled down on their effort to market these products through digital platforms. The purpose...

Many multinational food and beverage companies have stopped featuring children under the age of 13 in their marketing communication. For instance, their ... campaign for Lay's, chips feature ... rent campaign for Lay's, chips feature ... brand endorser, Alia Bhatt and Ranbir Kapoor. The ads for Cadbury 5 Star have been based on a group of goofy adult brothers and Oreo's Middle & Youth is now ... are since 2005. Middle & Youth is now ... endorsed by Hrithik Roshan.

It is likely that it may take time for ... such popular names will appeal to children, even if the ad does not directly speak to them. However, the company says ... to address this concern. The company says ... it will not use "celebrities who are under the age of 13 themselves, and influencers who appeal to adults to market products ... through social media. Parag Milk Foods ... founder, Brand Building.com. Therefore, ... be considered ...

ASCI releases guidelines for usage of awards and rankings in advertisements

The guidelines will lend assistance to advertisers for appropriate and correct usage of reference to awards or rankings in advertising; to ensure that their claims are not misleading. The guidelines will also assist the advertiser to understand the rigour required for claim substantiation and pitfalls to avoid so that their claims pass the muster with ASCI's Consumer Complaints Council (CCC).

January 20, 2020, 13:53 IST • Updated: January 20, 2020, 16:43 IST



The Advertising Standards C... of India (ASCI) has introduce... guidelines for usage of ... Awards/Rankings in advertise... effective February 1, 2020.

It has become increasingly comm... for advertisers to make superiori... claims in advertising for their ... products and services based on ... awards and rankings received. ... Consumers are sometimes misled ... into believing that an award or ... ranking which is given to a brand, ... makes it superior and /or more authentic, the ...

COVID-19: ASCI says keeping tab on 'unsubstantiated, opportunistic claims' in ads

Press Trust of India | Mumbai
Last Updated at March 31, 2020 18:22 IST

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- Bulgaria public radio chief sacked in free speech row
- Pentagon watchdog investigating $400M border wall contract
- Manipal Hospitals Whitefield celebrates Parenthood Day
- Cong sets up central control room to coordinate coronavirus-related matters with states
- Netflix announces sequel series to 'Vikings'

Advertising Industry watchdog ASCI on Tuesday said it is keeping tabs on "unsubstantiated and opportunistic claims" done by brands in the wake of the COVID-19 outbreak.

The Advertising Standards Council of India (ASCI) has already asked companies to suspend such advertisements pending investigation, the body said, without divulging the number.

"Due to the current COVID-19 pandemic situation, there is widespread anxiety, confusion and fear amongst public at large. ASCI is monitoring advertisements that are making unsubstantiated and opportunistic claims," its Secretary General Shweta Purandare said in a statement.



ASCI processes complaints against 415 advertisements; 373 regarding misleading claims

The most common reason for upholding complaints were uns… exaggerated claints that exploit consumers' lack of knowledg…

exchange4media Staff
Published - 1 day ago

ADVERTISING WITH A (

In December 2018 and January 2019, ASCI investig… advertisements, of which the advertisers ensured co… advertisements as soon as they received the compla… Complaints Council (CCC) upheld complaints again… of 290 advertisements evaluated by them. Of these… to the education sector, 61 to the healthcare sector… Nine to personal care, and 22 were from the 'othe…

Among several advertisements that were examin… separate cases renowned cricketers were endors…

Bigger brands are moving towards ethically & socially conscious marketing: D Shivakumar

The Chairman of ASCI believes the Consumer Protection Bill will see celebrities … credible brands

8.7K

18, 2019 9:12 AM

We will come up with a strong process for digital advertising: Rohit Gupta, Chairman, ASCI

Gupta, the newly elected Chairman of ASCI, speaks to exchange4media about h… self-regulatory body will continue to reinvent itself and further build consumer … awareness

by Misbaah Mansuri
Published - Sep 20, 2019 8:25 AM Updated: Sep 20, 2019 9:33 AM



ASCI WELCOMES NEW CONSUMER PROTECTION BILL: D SHIVAKUMAR



All advertisers will be under ASCI purview, rules Delhi district court

OUR BUREAU
New Delhi, August 20

The decisions taken by the Ad… vertising Standards Council of … India (ASCI) are apl… only to advertisers … members but also … bers, a district cou… This ruling from… Hazari District co… the heels of … passing the Con… tion Bill recently… In its judgme… ordial Systems … ASCI case, the … verdict in favo… ising self-regu… statement, AS… a large numb… avoided bec… under the … that they wo…

to abide by its decisions. "The court affirmed that ASCI, has the power to, after following due process, provide recom… mendations to the advertiser … to remove the ad…

Clearly, for the consumers it is a big win as all the industry members, whether they are part of ASCI or not, can no longer deceive them with mis… leading advertising." In the … past, the Supreme Court has … looks into

ASCI welcomes health ministry's move to update healthcare ad regulations

The new rules impose stiff penalties on violators of the ad code.

12 Feb, 2020 - 08:12 AM IST | By indiantelevision.com Team



MUMBAI: Quacks, fake doctors and illegal mobile dispensaries had better watch out. The Indian ministry of health & family welfare (MHFW) is taking steps to take you out of business.

Under the draft Drugs and Magic Remedies (Objectionable Advertisements) (DMR) (Amendment) Bill, 2020, it is seeking to levy fines of Rs 5 lakh and imprisonment of two years on violators for the first offence, going up to as much as five years in gaol and a fine of Rs 50 lakh for subsequent violations. The various disorders and illnesses have also been clearly defined, while what constitutes an ad in modern times has also been spelt out. The MHFW is seeking the public's feedback on the DMR Amen… 2020.

The … istry to update … at with the … istry's



Buyers Beware

The Advertising Standards Council of India (ASCI) is a self-regulatory body that helps advertisers and consumers recognise and implement rele… vant and honest communication. The ASCI works with the department of consumer affairs and the Union ministry of information and broadcasting to ensure consumer awareness of their rights. Of all the comp… against advertisements received by the ASCI, near… belong to the education sector. Shweta Purandare, tary-general, ASCI, spoke to **Prasun Chaudhuri** misleading ads and how to read between the lines.

Q On an average, how many complaints for misle… ads do you receive in a year?

The highest incidence of misleading advertisement… found in the education sector. On an average, about… cent of misleading advertisements that we look into… from this sector. The majority of these advertiseme… picked through our *suo motu* [at their own initiativ… veillance. Consumer awareness, rather pro-activer… report misleading advertisements, is low. Hence, w… ceive very few complaints from consumers.

Q What are the most common types of misleadi… the field of education?

The most common types are ads claiming "100% jo… "100% placement assistance", "Guaranteed govern… job", "Assured admission in engineering/medicin… "Crack IAS", "Success in NEET" and the like. Sup… claims of the institute being the "Best", "No. 1 in I… Asia" and reference to various awards achieved is… common. Several deemed universities also try to … themselves as "university", downplaying their "d… status. Large institutes as well as unorganised pl… such as coaching classes and academies regularly … in our monthly press… es. More information… found in the press re… *https://ascionline.o… php /press-releases.*



Q Which is the m… posterous educ… you have seen so fa…

An educational ins… the Guinness World… logo in their advert… implying that the a… for education. How… investigation it wa… that the award was… most people using … wash (multi…

ASCI asks brands to ensure awards/rankings displayed in ads are from credible, independent bodies

Move will protect consumers from tall and misleading claims made by brands

OUR BUREAU
New Delhi, January 20

The Advertising Standards Council of India (ASCI) on Monday introduced new guidelines for use of awards or rankings in advertisements to ensure consumers are not misled by "Superior claims" made … basis of such awards…

for healthcare services and edu… cational sector, which tend to use such superiority or leader… ship claims," ASCI said. The new guidelines will come into effect from February 1.

According to ASCI's guidelines, awards or rankings should not be used as an altern… ative for consumer or scientific research or testing which is … tantiate a superi… out the effective … ance of products … substantiate the … claim, the ad… to give an under… re is no commer… p or conflict of … n the awarding … the research agency/ jury members and the advertiser and that they are two independent entities. To be spe… cific, there should be no direct or indirect payment made by the advertiser to the institution or organisation granting such award," ASCI said.

Advertisers must furnish ad… ditional details on the process followed by the awarding or ranking organisation for con… ferring the awards or rankings on the product/service to the Consumer Complaints Council of ASCI, in case a complaint is lodged against such claims.

To check deceptive ads

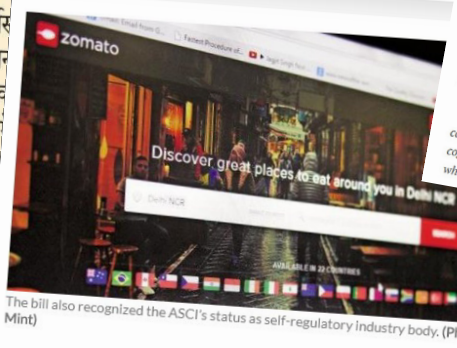
In a statement, Rohit Gupta, Chairman, ASCI, said, "Claims such as ranking 1st in the State or in India, receiving an award for being the most trusted, or an award of excellence, listed in some book of world records etc. make consumers believe that the product/service is recog… nised and trustworthy, whereas in some cases this may not be true. The guidelines are a step towards ensuring that adver… isers are cognizant of the ser… ous impact of deceptive adver… ising, and hence, mak… responsible claims when ref… ring to awards and rankings their advertisements."

According to the n… guidelines, brands also can extrapolate awards/rankl… based on surveys done in … area, such as a city or a Star… include a larger territory, … as India or a continent. … arly, an award or rankir… ceived for one category … partment cannot be us… promote the institution o… pany in another category

रोहित गुप्ता अध्यक्ष नियुक्त

मुंबई। एडवटरटाइजिंग स्टैंडर्ड्स काउंसिल आफ इंडिया (एएससीआई) ने सोनी पिक्चर्स नेटवर्क्स के अध्य… गुप्ता को अपना नया अध्यक्ष चु… एएसीआईसी की बृहस्पतिवार … वार्षिक बैठक में गुप्ता को सर्व… एएससीआई के बोर्ड आर्फ गव… अध्यक्ष चुना गया। गुप्ता उपभो… मीडिया और मनोरंजन उद्योगों … से अधिक समय से काम कर … बीबीएच कम्युनिकेशंस के प्रबं… सहयोगी सुभाष कामथ को उप… मीडिया ब्रांड्स के …

livemint



The bill also recognized the ASCI's status as self-regulatory industry body. (Photo Mint)

ASCI releases guidelines for usage of Awards and Rankings in Advertisements

medianews4u.com

by Editorial — January 20, 2020 in Advertising, Featured 6 min read

Mumbai: The Advertisement Standards Council of India (ASCI) has introduced guidelines (Appendix 1) for usage of Awards/Rankings in advertisements effective February 1, 2020. It has become increasingly common for advertisers to make superiority claims in advertising for their products and services based on awards … received. Consumers are sometimes misled into … which is given to a brand, product, institute or s… authentic.

The guidelines will lend assistance to advertisers … reference to awards or rankings in advertising; to … misleading. The guidelines will also assist the adv… required for claim substantiation and pitfalls to av… muster with ASCI's Consumer Complaints Council (…



Rohit Gupta

Commenting on the new … **Chairman, ASCI, said,** "… planned for 2020, our very … these Guidelines for adverti… referring to the awards or ra… ranking 1st in the state or in … the most trusted or award of e… world records etc. make…

कोरोना से बचाव के दावे वाले प्रॉडक्ट्स पर ASCI सख्त

रत्ना भूषण | नई दिल्ली |

कोरोना वायरस के खिलाफ मुहिम जोर पकड़ने के साथ ही गहे, कीटाणुनाशक, सैनिटाइजर और खाने के सामान जैसे के कई प्रॉडक्ट कैटेगरी की कंपनियों ने अपने विज्ञापनों में उत्पाद के 'एंटी-कोरोना वायरस' होने का अवैज्ञानिक दावा करना शुरू कर दिया है। इस पर उद्योग की संस्था ऐडवर्टाइजिंग स्टैंडर्ड्स काउंसिल ऑफ इंडिया (ASCI) का … है कि वह भ्रामक दावों वाले विज्ञापनों पर … वेता … शवों … आस … SCI … निक … इजर … ाकल … यरस' … बावा … य को … श्वेता … ले में … ी दावा … जा रहे … ानलेवा … स्थित … ने नाम … लेवल … इसलिए … की ओर … है।' ब्रांड … भोक्ताओं … संबंधित … उपभोक्ता …

ASCI is actively listening to consumers on Social Media and alert citizens flagging misleading ads: Shweta Purandare, ASCI

by Yohan P Chawla — March 31, 2020 in Advertising, Featured 2 min read



ASCI
The Advertising Standards Council Of India

Shweta Purandare
Secretary General, ASCI

Delhi district court judgement re-affirms the remit of the Advertising Standards Council of India over non-members

by Editorial — August 19, 2019 in Advertising, Featured 2 min read

ASCI
The Advertising Standards Council Of India

Share Share Share

Mumbai: On the back of the Consumer Protection Act passed … comes a District Magistrate Court's order that ASCI decision … as well as non-members. Until now a large number of adver… members of ASCI under the mistaken notion that they wou… ASCI decisions. … eyes … can help save hun… dreds of vulnerable s… ents from falling prey to false … promises. Just send a WhatsApp text on 7710012345. It is … free and the complainant's identity is protected.

ASCI decisions binding on non-members, rules Delhi court

2 min read . Updated: 19 Aug 2019, 04:57 PM IST

…aumya Tewari

The court has given a verdict in favour of advertising self-regulatory … body

…e judgement comes on the back of the Consumer Protection Act … …sed in Parliament …

ASCI announces new code for brands to claim awards, rankings in ads

PRESS TRUST OF INDIA
New Delhi, January 20

THE ADVERTISEMENT STANDARDS Council of India (ASCI) on Monday announced to introduce guidelines for usage of claims of awards and rankings by the companies in their respective advertisements.

Now, brands and services need to ensure that the accrediting bodies involved in disseminating or presenting awards or rankings are authentic and credible, while validating their claims in advertisements.

The new guidelines, which would be effective from February 1, 2020, aim to curb the "superiority claims" in advertising for the products and services based on awards and rankings received, which "sometimes misled into believing" by the consumers, the ad regulator said in a statement.

"The guidelines will lend assistance to advertisers for appropriate and correct usage of reference to awards or rankings in advertising; to ensure that their claims are not misleading," said the ASCI.

It further said: "The guidelines will also assist the advertiser to understand the rigour required for claim substantiation and pitfalls to avoid so that their claims pass the muster with ASCI's Consumer Complaints Council (CCC)."

The guidelines are applicable to all advertisers and would particularly be relevant for healthcare services and the educational sector which tend to use such superiority or leadership claims, it said.

Prospective students and parents easily fall prey to awards/ranking claims by institutes and coaching classes as t… blindly on such claims, the ASCI add…

"A wrong choice directly impacts the quality of education and future of children as well as, has a financial implication. In the health services sector, misleading claims about rankings and awards lure patients in choosing the service provider and could hamper patient health, quality of care received and result into financial losses.

Commenting on the development, ASCI chairman Rohit Gupta said: "Claims such as ranking first in the state or in India, receiving an award for being the most trusted or award of excellence, listed in some book of world records etc. makes consumers believe that the product/service is recognised and trustworthy, whereas in some cases this may not be true."

COVID-19 Scare: Products that Make Misleading Ads With Claims Like 'Anti-Coronavirus' to Face the Wrath of ASCI

News — Team Latestly | Mar 17, 2020 02:22 PM IST



Arihant Mattress ad (Photo Credits: Twitter)

A- A+

Mumbai, March 17: As the fear around coronavirus … has increased, several products are flooding the … market with their advertising claiming 'anti-… coronavirus'. According to an Economic Times … report, advertising watchdog ASCI plans to clamp … down on such categories from the mattress, hand … sanitisers, disinfectants and food.

ASCI has informed that if the body finds a serious breach in the code of conduct and if it has the effect sing public harm, then ASCI would direct the advertiser to suspend the ad. The report cited the … le of Arihant Mattress which was advertising 'anti-coronavirus' mattresses. The ad claimed that 'an … hich sleeps on an anti-coronavirus mattress will move forward'. After ASCI reached out to the … er, the latter has agreed to remove the claim. **Gaumutra, Cow Dung on Sale For Rs 500 Each in**

ASCI

The Advertising Standards Council Of India

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