

The Advertising Standards Council of India

24th Report & Accounts of 2009-10

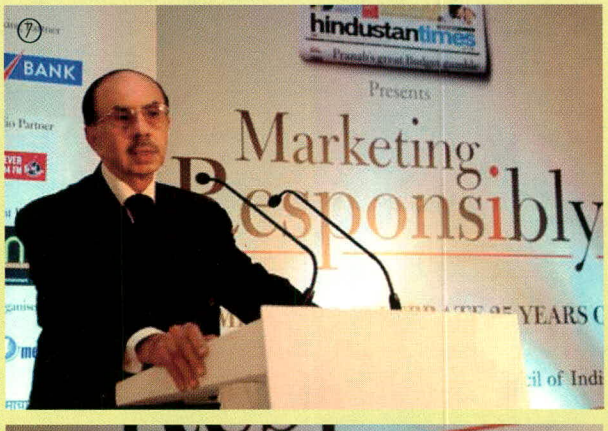


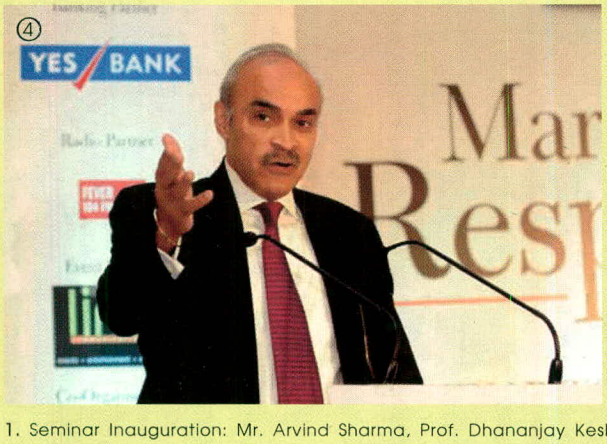














1. Seminar Inauguration: Mr. Arvind Sharma, Prof. Dhananjay Keskar, Mr. Vindi Banga, Mr. Raghu Menan; **2.** ASCI Board Members Take the Pledge; **3.** Inaugural Address: Mr. Raghu Menon; **4.** Keynote Address: Mr. Vindi Banga; **5.** Marketing Responsibly to Children: Ms. Geeta Dharamrajan, Mr. Arvind Sharma, Mr. Bejon Misra and Mr. Ricardo Fort; **6.** The Women's Side: Ms. Nandita Das, Mr. Sam Balsara & Mr. Vivek Bahl; **7.** Valedictory Address: Mr. Adi Godrej; **8.** Dinner Conversation: Ms. Shabana Azmi.

If you think an Advertisement is misleading, dishonest or indecent, contact ASCI.

022-23513982, 1-800-22-8724 asci@vsnl.com



The Advertising Standards Council of India
78 Tardeo Road, Mumbai 400 034 www.ascionline.org



The Advertising Standards Council of India

COMPLAINT FORM | CODE OF CONDUCT | APPLICATION FOR MEMBERSHIP

Complainant

Name:

John Doe

Email address:

john.doe@somewhere.com

Phone Number:

022-18888888

Mobile Number:

09348765489

ASCI Complaint Form

Product complained against:

Company:

Write your complaint within 100 words

Ad Media Type:

Television

- Radio
- Newspaper
- Magazine
- Hoarding
- Website/Internet

Product Category:

Detergents

- Surrogate
- Food & Beverages
- Automotive
- Electronics
- Toothpastes

ASCI Code:

Dishonest, Misleading

- Indecent
- Unsafe Practices
- Unfair in competition

Upload your Video or images:

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SAVE

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AUDITORS: Lalit Khanna & Co., Commissariat Building, 231 Dr. D.N. Road, Mumbai

REGISTERED OFFICE: 219 Bombay Market, 78 Tardeo Road, Mumbai 400 034
Tel: 23513982 Fax: 23516863 Toll Free no.1800222724 e-mail: asci@vsnl.com website: www.ascionline.org

Board of Governors

1.
Prof. Dhananjay Keskar
Chairman (ASCI)
Director
IBS

2.
Mr. Rajiv Dube
Vice-Chairman (ASCI)
President (Passenger Car Business Unit)
Tata Motors Ltd.

3.
Mr. Vikram Sakhuja
Hon. Treasurer (ASCI)
CEO - South Asia
Group M Media India P. Ltd.

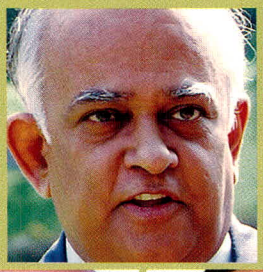
4.
Mr. Narendra Ambwani
Director Public Affairs
Johnson & Johnson Ltd.

5.
Mr. Dilip Cherian
Consulting Partner
Perfect Relations Ltd.

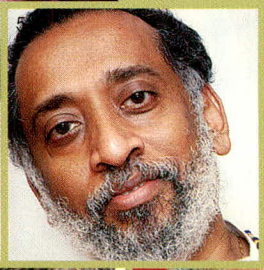
6.
Dr. Bhaskar Das
Executive President
Bennett Coleman & Co. Ltd.

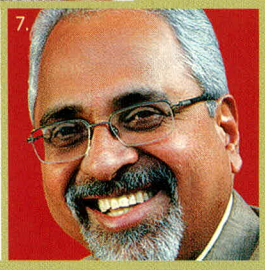
7.
Mr. Madhukar Kamath
Managing Director & CEO
Mudra Communications P. Ltd.

8.
Mr. Vikram Kaushik
Managing Director & CEO
Tata Sky Ltd.



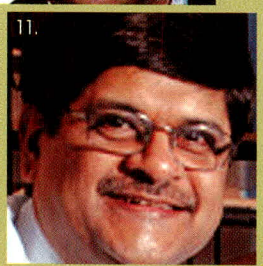




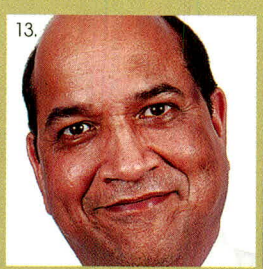


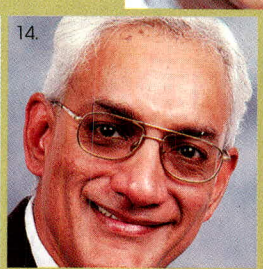


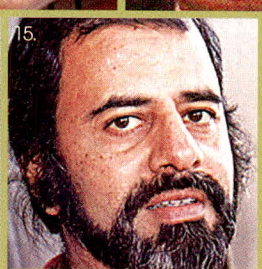


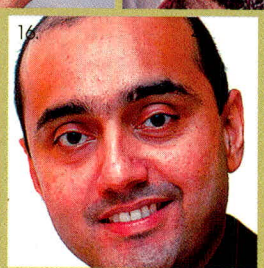













9.
Mr. Shantanu Khosla
Managing Director
Procter & Gamble Hygiene
and Health Care Ltd.

10.
Mr. G. Krishnan
Executive Director & CEO
TV Today Network Ltd.

11.
Mr. Pranesh Misra
Chairman & Managing
Director
Brandscapes
Consultancy P. Ltd.

12.
Mr. Partha Rakshit
Proprietor
Partha Rakshit Associates

13.
Mr. Arvind Sharma
Chairman of India
Sub-Continent
Leo Burnett

14.
Mr. Srinivasan K. Swamy
Chairman & Managing
Director
R.K. Swamy BBDO P. Ltd.

15.
Mr. I. Venkat
Director
Eenadu

16.
Mr. Gopal Vittal
Executive Director-HPC
Hindustan Unilever Ltd.

Consumer Complaints Council Members

1.
Mr. Rajiv Dube
Vice-Chairman (ASCI)
President (Passenger Car Business Unit)
Tata Motors Ltd.

2.
Mr. Pramesh Arya
Director-Op & Control
L'OREAL India P. Ltd.

3.
Dr. (Ms.) Suma Chitnis
Educationist
Ex Vice Chancellor SNDT

4.
Mr. Paritosh Joshi
President, Adv. Sales & Distribution
Star India P. Ltd.

5.
Mr. Prem Kamath
Consultant: Leadership & Organizational Transformation

6.
Ms. Sangeeta Kapila
General Manager
Communication
Child Rights and You (CRY)

7.
Mr. Sanjay Kher
Director - Intellectual Property Resource Centre
(IPRC)

8.
Mr. Arvind Mahajan
Executive Director-Business Advisory Services
KPMG Advisory Services P. Ltd.

9.
Mr. Anurag Mehra
Professor & Head Dept of Chemical Engineering,
IIT

10.
Mr. Bejon Misra
Managing Trustee, Healthy You Foundation

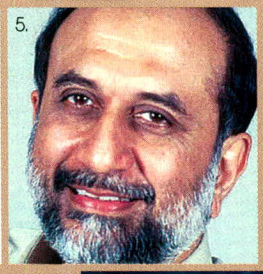
11.
Mr. S.K. Palekar
Management Educationist
S.P. Jain Institute



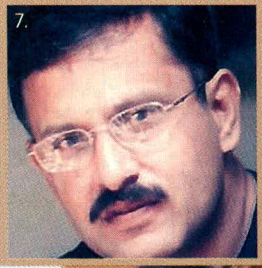


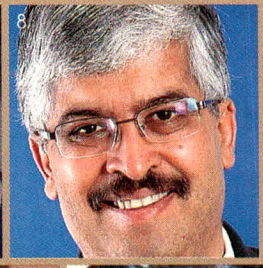








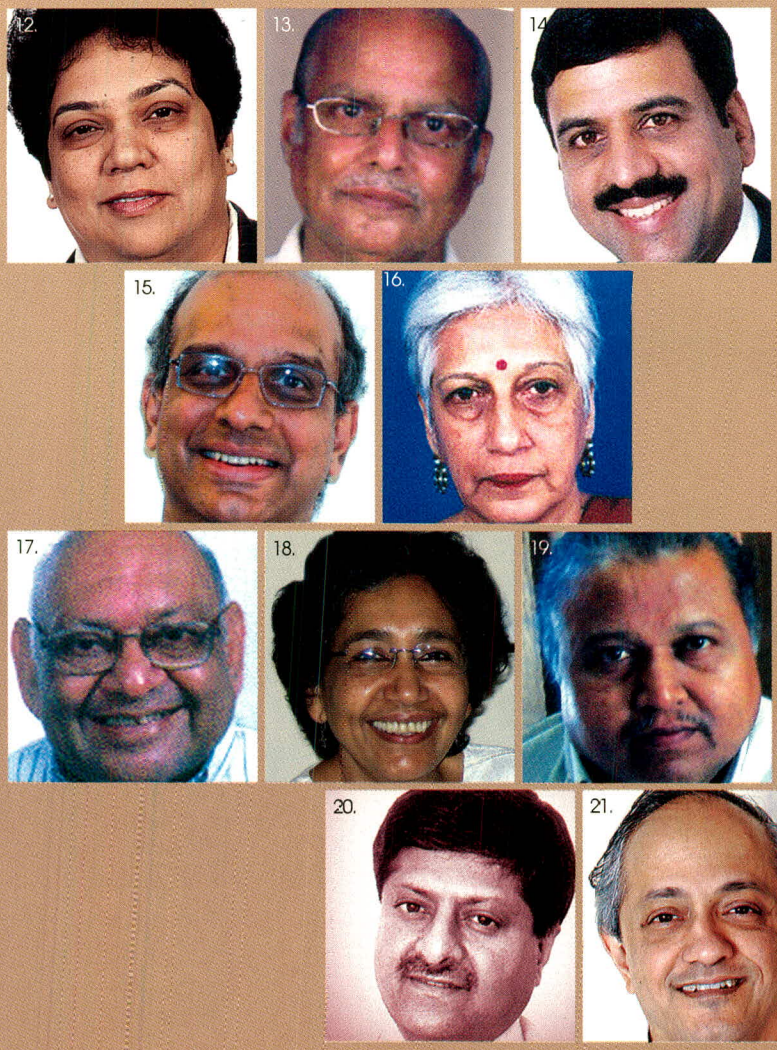












12.
Dr. (Ms.) Shilpa Patil
Medical Director
Wyeth Ltd.

13.
Dr. R. D. Potdar
Consultant-Public Health
Strategies
& Programmes

14.
Mr. R. Ramakrishnan
Executive Director
Bajaj Electricals Ltd.

15.
Mr. Madhukar Sabnavis
Country Manager Discovery
Ogilvy & Mather

16.
Ms. Nandini Sardesai
Maharashtra State Commission
for Women
Central Board of Film
Certification

17.
Mr. Sumedh Shah
Former Director
Professional Management Group

18.
Ms. Kalpana Sharma
Independent Journalist,
Columnist, Media Consultant,
Author: Rediscovering Dharavi

19.
Dr. A.R. Shenoy
Former Chairman
Consumer Guidance Society of
India

20.
Mr. Shashi Sinha
Executive Director
Lodestar Universal Media

21.
Mr. Umesh Shrikhande
CEO
Contract Advtg (I) Ltd.

Attendance of the members of the Board of Governors of The Advertising Standards Council of India at Board Meetings from 263rd meeting held on April 9th, 2009 to the 275th, meeting held on March 11th, 2010. (13 Meetings held)

Name of Member	*Meetings Applicable*	*Meetings Attended*
Prof. Dhananjay Keskar	13	11
Mr. Rajiv Dube	13	8
Mr. Vikram Sakhuja	13	4
Mr. Narendra Ambwani	13	6
Mr. Dilip Cherian	13	3
Dr. Bhaskar Das	13	3
Mr. Madhukar Kamath	13	10
Mr. Vikram Kaushik	13	4
Mr. Shantanu Khosla	13	5
Mr. G. Krishnan	13	3
Mr. Pranesh Misra	13	6
Mr. Partha Rakshit	12	7
Mr. Arvind Sharma	13	7
Mr. Srinivasan K. Swamy	13	8
Mr. I. Venkat	13	7
Mr. Gopal Vittal	13	5

Attendance of the members of the Consumer Complaints Council of The Advertising Standards Council of India at CCC Meetings from 270th meeting held on April 28th , 2009 to the 281st meeting held on March 23rd , 2010. (12 Meetings held)

Name of Member	*Meetings Applicable*	*Meetings Attended*
Board Representative	12	8
Mr. Pramesh Arya	12	7
Dr. (Ms.) Suma Chitnis	12	10
Ms. Anuradha Deshpande (a)	8	1
Mr. Darryl D'Monte (b)	8	3
Mr. Paritosh Joshi	12	8
Mr. Prem Kamath	12	9
Ms. Sangeeta Kapila	12	6
Mr. Sanjay Kher	12	2
Mr. Arvind Mahajan	12	6
Mr. Anurag Mehra (c)	8	3
Mr. Bejon Misra (d)	3	2
Mr. S. K. Palekar	12	7
Dr.(Ms.) Shilpa Patil	12	4
Dr. R.D. Potdar	12	8
Mr. R. Ramakrishnan	12	5
Mr. Madhukar Sabnavis	12	3
Ms. Nandini Sardesai	12	10
Mr. Sumedh Shah	12	10
Ms. Kalpana Sharma (e)	3	3
Dr. A. R. Shenoy	12	11
Mr. Shashi Sinha	12	5
Mr. Umesh Shrikhande	12	6

(a) Resigned 11/2009
(b) Retired 11/2009
(c) w.e.f. 8/2009
(d) w.e.f. 1/2010
(e) w.e.f. 1/2010

BOARD OF GOVERNORS
TENURE SINCE INCEPTION OF ASCI (1985)

Adhikari Arun	5/2000	-	2/06
Agarwal Rajiv	9/95	-	9/97
Ansari Tarique	2/93	-	3/95
Ambwani Narendra	7/07	-	
Bakshi Jayant	9/91	-	5/93
Bali Vinita	2/06	-	4/07
Balsara Sam	9/96	-	9/06
Banga M.S.	6/97	-	2/99
Bhullar Mohini	12/90	-	12/92
Bijapurkar Ashoke	7/01	-	3/03
	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	-	
Chopra J.C.	10/85	-	12/93
Das Bhaskar	9/05	-	
Dasgupta A.	8/96	-	8/2000
Desai Noshir	9/94	-	7/95
Desai Xerxes	10/85	-	3/89
D'Souza J.B.	11/94	-	8/96
Deshpande M.B.	10/85	-	12/86
Dharmadhikari C.S.	11/94	-	8/96
Dube Rajiv	7/05	-	
Engineer Gul	10/85	-	9/94
Ghosal Subash	10/85	-	6/88
Gore Anil	1988	-	9/91
Goyal Sandeep	3/02	-	12/02
Guha Pradeep	9/94	-	9/98
Harris Colvyn	5/10	-	
Irani C.R.	9/99	-	7/05
Jain Harish	10/85	-	6/88
Jain Urmila	12/95	-	7/05
Kamath Madhukar	9/97	-	2/99
	11/01	-	4/10
Kant Ravi	1/2000	-	6/05
Kapur Ranjan	5/94	-	4/95
Kapadia Bharat	4/95	-	9/05
Kaushik Vikram	9/05	-	
Keskar Dhananjay	9/04	-	
Khalap Kiran	9/98	-	9/99
Khanna M.K.	9/92	-	9/93
Khorakiwala F.T.	8/89	-	9/99
Khosla Shantanu	7/05	-	
Kurian K.	10/85	-	6/88
Krishnan G.	1/03	-	
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	-	
Mody Zia	8/99	-	9/04
Murali N.	10/85	-	6/88
	9/98	-	9/06
Nanjundaiah Shashidhar	6/03	-	9/03
Nerker Ashok	8/89	-	9/98
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
Rakshit Goutam	9/95	-	9/98
	3/99	-	9/05
Rakshit Partha	7/05	-	
Sakhuja Vikram	12/08	-	
Saldanha Conrad	9/99	-	6/01
Samuel Derrick	9/2000	-	4/02
Sayani Ameen	10/85	-	2/87
	6/88	-	7/95
Sehgal Ram	7/95	-	10/2000
	12/2000	-	6/05
Sen Siddharth	1/87	-	8/89
Sharma Arvind	7/05	-	
Sheopuri R.C.	9/90	-	9/94
Shourie Deepak	9/97	-	9/99
Singh R.K.	10/2000	-	2/02
Sinha Tara	1/87	-	9/91
Sista S.V.	3/93	-	9/96
Soman D.S.	1/95	-	9/97
	11/97	-	9/98
Sopariwala Dorab	9/94	-	9/04
Srinivasan K.B.	1/97	-	9/97
Swamy R.K.	1988	-	3/92
Swamy Srinivasan K.	9/2006	-	
Syed Munawar	1988	-	1/91
Tandan Atul	3/94	-	8/96
Tarneja Ram	10/85	-	6/90
Upadhyaya Mukul	10/85	-	4/97
Vasudeva Brahm	10/85	-	7/95
Venkat I.	9/06	-	
Vittal Gopal	7/08	-	

CONSUMER COMPLAINTS COUNCIL
TENURE SINCE INCEPTION OF ASCI (1985)

Agarwal Rajiv	9/90	-	7/95
	7/99	-	12/01
	& 2/02	-	12/02
Agarwal Sharda	7/04	-	2/05
Ansari Tarique	10/94	-	3/95
Arya Pramesh	6/07	-	
Athavankar U.A.	7/86	-	9/04
Ayer S.R.	7/88	-	9/90
Balsara Farokh	4/05	-	10/06
Balsara Sam	9/99	-	8/2000
Bhandari L.	10/85	-	4/88
Bijapurkar Ashoke	9/04	-	5/05
Bilimoria Pheroza	9/90	-	10/91
Bose Amol Kumar	10/91	-	9/92
Chinai Jaimini	8/99	-	5/01
Chitnis Suma	2/03	-	
Das Bhaskar	9/06	-	8/07
Deshpande Anuradha	10/04	-	11/09
D'Monte Darryl	12/99	-	11/09
Das Gurcharan	10/85	-	4/88
Dasgupta A.	12/93	-	7/95
Dube Rajiv	9/09	-	
Ghosal Subash	10/85	-	4/88
Gonsalves Camille	12/02	-	5/05
Halve Anand	9/96	-	12/97
Jain Harish	5/87	-	4/88
Jain Urmila	9/2000	-	8/01
Jayaraman N.	1/92	-	4/99
Jhawer P.K.	7/86	-	8/96
Joshi Paritosh	1/06	-	
Kamath Madhukar	9/07	-	9/08
Kamath M.V.	10/85	-	9/95
Kamath Prem	6/08	-	
Kant Ravi	5/02	-	8/02
Kapadia Bharat	9/98	-	8/99
Kapila Sangeeta	4/08	-	
Karkaria Bachi	12/99	-	4/2000
Keskar Dhananjay	9/08	-	9/09
Khanna M.K.	7/88	-	8/90
Kher Sanjay	2/03	-	
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
Kulkarni Ravi	7/88	-	6/95
Kshirsagar E.A.	10/94	-	10/04
Kurian K.	12/89	-	12/03
Lentin Bakhtawar	12/89	-	7/95
Mahajan Arvind	6/08	-	
Marfatia Akhil	12/89	-	11/93
Mathew Jacob	6/96	-	8/97
Mehra Asit	12/95	-	5/99
Mehra Anurag	8/09	-	
Mehta Bansi	10/85	-	9/94
Memon Ayaz	4/02	-	3/04
Misra Bejon	1/10	-	
Mody Zia	6/95	-	7/99
Motwani Pushpa	10/85	-	9/92
Murali N.	9/02	-	10/03
Mukherjea Peter	9/96	-	4/97
Mundkur Bal	9/90	-	11/91
Murthy N.V.K.	10/85	-	9/89
Nair M.K.B.	12/95	-	11/99
Narayankhedkar K.G.	8/06	-	7/08

Narayanan V.	10/85	-	4/88
Nayak Raj	2/02	-	12/02
Palekar S.K.	4/05	-	
Pant Rajesh	5/97	-	1/02
	1/03	-	5/05
Patel Aakar	7/04	-	12/05
Patel Bharat V.	9/97	-	8/98
Patel Udayan	12/02	-	10/04
Patil Shilpa	12/06	-	
Pendurkar Sangeeta	6/05	-	4/07
Pereira Roger	10/92	-	9/93
Pisharody Ravi	7/99	-	6/04
Poddar Ram	5/05	-	9/05
Potdar R.D.	10/04	-	
Puri Bharat	9/05	-	12/05
Purohit Apurva	6/03	-	2/04
Rakshit Goutam	10/03	-	9/04
Ramachandran Anita	11/06	-	4/08
Ramakrishnan R.	1/04	-	
Rao B.V.	6/2000	-	5/01
Roy Protap	7/88	-	8/89
Rodrigues Angela	10/96	-	9/06
Sabnavis Madhukar	10/02	-	
Samuel Derrick	9/01	-	4/02
Sardesai Nandini	6/04	-	
Sayani Ameen	10/85	-	8/89
Sehgal Ram	7/05	-	11/05
Shah Sumedh	10/02	-	
Sharma Kalpana	1/10	-	
Shenoy A.R.	12/05	-	
Singhal Rajrishi	7/01	-	1/02
Singh Digvija	1/96	-	/96
Sinha Shashi	10/02	-	
Singh Khushwant	10/85	-	4/88
Sista S.V.	3/93	-	9/96
Sopariwala Dorab	10/96	-	8/97
Shrikhande Umesh	1/06	-	
Srinath Ingrid	11/02	-	3/08
Sukthankar Usha	11/92	-	11/02
Swamy R.K.	10/85	-	4/88
Tarneja Ram	10/87	-	4/88
Tikekar Aroon	12/97	-	11/99
Upadhyaya Mukul	8/89	-	9/90
Vahanvati G.E.	4/02	-	3/03
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	-	1/05

ASCI ARTICLES OF ASSOCIATION - 55 (a) & (b) : CONSUMER COMPLAINTS COUNCIL

a) The Board of Governors shall appoint Consumer Complaints Council consisting of 21 members, 12 of whom shall be from professions and activities not related to advertising and the remaining nine from member Companies to examine and investigate the complaints received from the Consumers and the General public including the members regarding any breach of the Code of Conduct and/or advertising ethics and to recommend the action to be taken in that regard.

The decision to appoint a member on each council shall be taken by the Board by simple majority.

List of Members
As on April 1st, 2010

Category A

ADVERTISERS

1. Abbott Healthcare Ltd.
2. ACC Ltd.
3. Adani Wilmar Ltd.
4. Agro Tech Foods Ltd.
5. Akbarallys
6. Amara Raja Batteries Ltd.
7. Ambuja Cements Ltd.
8. Aptech Ltd.
9. Asian Paints (I) Ltd.
10. Ayurved Sumshodhanalaya (Pune)
11. Bacardi Martini (I) Ltd.
12. Bajaj Auto Ltd.
13. Bajaj Electricals Ltd.
14. Bayer Pharmaceuticals P. Ltd.
15. Bharat Petroleum Corp Ltd.
16. Bosch Ltd.
17. Britannia Industries Ltd.
18. Cadbury India Ltd.
19. Cadila Health-Care Ltd.
20. Camlin Ltd.
21. Castrol India Ltd.
22. Ceat Ltd.
23. Citibank N.A.
24. Coca-Cola India Inc.
25. Colgate Palmolive (I) Ltd.
26. Crompton Greaves Ltd.
27. Dabur India Ltd.
28. Datamatics Global Services Ltd.
29. Diageo India P. Ltd.
30. Eureka Forbes Ltd.
31. Eveready Industries (I) Ltd.
32. Faber Heatkraft Industries Ltd.
33. Force Motors Ltd.
34. Ford India Ltd.
35. General Mills India P. Ltd.
36. General Motors India P. Ltd.
37. GSK Consumer Healthcare Ltd.
38. GSK Pharmaceuticals Ltd.
39. G.M. Pens International P. Ltd.
40. Godfrey Phillips (I) Ltd.
41. Godrej & Boyce Mfg. Co. Ltd.
42. Godrej Consumer roducts Ltd.
43. Godrej Sara Lee Ltd.
44. Gujarat Co-op Milk Mktg Fed. Ltd.
45. Gujarat Tea Processors & Packers Ltd.
46. GTM Teleshopping P. Ltd.
47. Guthy Renker Marketing P. Ltd.
48. Hawkins Cookers Ltd.
49. Hardcastle Restaurants P. Ltd.
50. Heinz India P. Ltd.
51. Henkel India Ltd.
52. Hero Honda Motors Ltd.
53. Hindalco Industries Ltd.
54. Hindustan Unilever Ltd.
55. Hindustan Petroleum Corp Ltd.
56. HDFC Bank Ltd.
57. H.D.F.C. Ltd.
58. Honda Siel Power Products Ltd.
59. ICICI Bank Ltd.
60. ICICI Prudential Life Insurance Co.
61. IDBI Bank Ltd.
62. Indian Oil Corporation Ltd.
63. Indofil Chemicals Co.
64. ING Vysya Life Insurance Co. Ltd.
65. I.T.C. Ltd.
66. ION Exchange (I) Ltd.
67. Jet Airways (India) Ltd.
68. J.G. Hosiery P. Ltd.

69. J.K. Tyre & Industries Ltd.
70. Johnson & Johnson Ltd.
71. Kansai Nerolac Paints Ltd.
72. Kellogg India P. Ltd.
73. Kimberly-Clark Lever P. Ltd.
74. Kodak India Ltd.
75. Life Insurance Corporation of India
76. L'Oreal India P. Ltd.
77. Madras Cements Ltd.
78. Marico Ltd.
79. Max New York Life Insurance Co. Ltd.
80. McNroe Consumer Product P. Ltd.
81. MRF Ltd.
82. Nachiketa Publications Ltd.
83. National Aviation Co. of India Ltd.
84. Nestle India Ltd.
85. NIIT Ltd.
86. Nirma Ltd.
87. Nivea India P. Ltd.
88. Nokia India P. Ltd.
89. Novartis (I) Ltd.
90. N Ranga Rao & Sons
91. Orient Paper Industries Ltd.
92. Ozone Ayurvedics
93. Paras Pharmaceuticals Ltd.
94. Parle Products P. Ltd.
95. PepsiCo India Holdings P. Ltd.
96. Pepsi Foods P. Ltd.
97. Pernod Ricard India P. Ltd.
98. Perfetti Van Melle India P. Ltd.
99. Pfizer Ltd.
100. Philips Electronics India Ltd.
101. Procter & Gamble Hygiene & Health Care Ltd.
102. Reckitt Benckiser (I) Ltd.
103. Reliance Communications Ltd.
104. Reliance Industries Ltd.
105. Saregama India Ltd.
106. Sanjeevan Ayurvedic Super Speciality Clinic
107. S.C. Johnson Products P. Ltd.
108. Siemens Ltd.
109. Shriram Chits (Karnataka) P. Ltd.
110. S. Kumar Nationwide Ltd.
111. Standard Chartered Bank
112. Tata Chemicals Ltd.
113. Tata Coffee Ltd.
114. Tata Consultancy Services Ltd.
115. Tata Motors Ltd.
116. Tata Services Ltd.
117. Tata Steel Ltd.
118. Tata Tea Ltd.
119. Tata Teleservices Ltd.
120. Tele Innovatives
121. The Bombay Dyeing & Mfg. Co.Ltd
122. The Hnkg & Shanghai Banking Corp Ltd.
123. The Peerless General Finance & Invt. Co.
124. 3 M India Ltd.
125. Titan Industries Ltd.
126. Total Lubricants India Ltd.
127. TTK Healthcare Ltd.
128. TTK Prestige Ltd.
129. United Spirits Ltd.
130. VIP Industries Ltd.
131. Vodafone Essar Ltd.
132. Voltas Ltd.
133. VST Industries Ltd.
134. Whirlpool of India Ltd.
135. Wipro Ltd.
136. Wrigley India P. Ltd.
137. Wyeth Ltd.

138. WWW Skyshop P. Ltd.

139. YES Bank Ltd.

Category B

PRESS/MEDIA

1. Adsert Web Solutions P. Ltd.
2. Amar Ujala Publications Ltd.
3. Bennett Coleman & Co. Ltd
4. Business India Publications Ltd.
5. Business Standard Ltd.
6. Chitralekha
7. D B Corp Ltd.
8. Deccan Chronicle Holdings Ltd.
9. Diligent Media Corporation Ltd.
10. Discovery Comms. India
11. Divya Broadcasting Networking P. Ltd.
12. Eenadu
13. Gavakari Prakashan
14. HT Media Ltd.
15. Independent News Service P. Ltd.
16. Indian Express Newspapers
17. Jai Hind-Daily
18. Kasturi & Sons Ltd.
19. Living Media India Ltd.
20. Lokmat Newspapers P. Ltd.
21. Malayala Manorama Co. Ltd
22. Mid-Day Infomedia Ltd.
23. Multiscreen Media P. Ltd.
24. Naidunia Media P. Ltd.
25. Neo Sports Broadcast P. Ltd.
26. Neutral Publishing House Ltd.
27. Outlook Publishing India P. Ltd.
28. Parsiana Publications P. Ltd.
29. Rajasthan Patrika P. Ltd.
30. Sahara One Media & Entertainment Ltd.
31. Sakal Papers Ltd.
32. Sanmarg P. Ltd.
33. Star India P. Ltd.
34. Taj Television India P. Ltd.
35. Tata Sky Ltd.
36. Television Eighteen India Ltd
37. The Bombay Samachar P. Ltd.
38. The Hind Samachar Ltd.
39. The Mathrubhumi Printing & Publishing Co. Ltd.
40. The Printers (Mysore) Ltd.
41. The Statesman Ltd.
42. The Walt Disney Co. (India) P. Ltd.
43. TV Today Network Ltd.
44. Turner General Entertainment Newtworks India P. Ltd.
45. Vast Media Network P. Ltd.
46. Viacom 18 Media P. Ltd.
47. VJM Media P. Ltd.
48. Zee Entertainment Enterprises Ltd.

Category C

ADVERTISING AGENCIES

1. Advertising Avenues (I) P. Ltd.
2. Adsyndicate Services P. Ltd.
3. Adwit (India) P. Ltd.
4. Akar Advertising & Mktg P. Ltd.
5. Akshara Advertising Ltd.
6. Astral Advtg. & Mktg. India P. Ltd.
7. Avanti Communications
8. Bates India P. Ltd.
9. BBH Comms. India P. Ltd.
10. Bensons Advertising P. Ltd.

11. Capital Advertising P. Ltd.
12. Carat Media Services (India) P. Ltd.
13. Cheil India P. Ltd.
14. Contract Advertising India
15. Crayons Advertising Ltd.
16. daCunha Comms. P. Ltd.
17. Dattaram Advertising P. Ltd.
18. Dentsu Comms. P. Ltd.
19. Dentsu Marcom P. Ltd.
20. Draft FCB-Ulka Advertising P. Ltd.
21. Equus Advertising Co. Ltd.
22. Euro RSCG Advertising P. Ltd.
23. Everest Brand Solutions P. Ltd.
24. Four Winds Mass Comm Services
25. Garuda Advertising P. Ltd.
26. Goldmine Advertising Ltd.
27. Grey Worldwide (I) P. Ltd.
28. Group M Media India P. Ltd.
29. HTA Mktg. Services P. Ltd.
30. iB&W Comms. P. Ltd.
31. Interads Advertising P. Ltd.
32. Interface Comms. P. Ltd.
33. Inter Publicity P. Ltd.
34. Jaya Advertising P. Ltd.
35. J. Walter Thompson
36. Karishma Advertising P. Ltd.
37. Law & Kenneth Comms (I) P. Ltd.
38. Leo Burnett
39. Lintas India P. Ltd.
40. Maa Comms. Bozell Ltd.
41. Madison Comms. P. Ltd.
42. Magnum Intergrafiks P. Ltd.
43. Manipal Advertising Services P. Ltd.,
44. Marketing Consultants & Agencies Ltd.
45. Mass Mktg. & Advtg Services P. Ltd.
46. McCann-Erickson (I) P. Ltd.
47. Metieta Media Solutions P. Ltd.
48. Mindset Advertising P. Ltd.
49. Mode Advtg & Mktg. P. Ltd.
50. Mudra Comms P. Ltd.
51. Multimedia Aquarius P. Ltd.
52. Nac Advertising P. Ltd.
53. Nakshatra
54. Naren Advertising & Marketing
55. Navnitlal & Co.
56. Network Advertising P. Ltd.
57. Newfields Advertising P. Ltd.
58. Ogilvy & Mather P. Ltd.
59. Overture Comms. P. Ltd.
60. Pen ATrait Comms (I) P. Ltd.
61. Percept H P. Ltd.
62. Publicis Comms. P. Ltd.
63. Prem Associates Advtg. & Mktg.
64. Pressman Advertising Ltd.
65. Quadrant Comms. Ltd.
66. Raka Advertising & Mktg. P. Ltd.
67. Ratan Batra P. Ltd.
68. Real Value
69. R.K. Swamy BBDO P. Ltd.
70. Rediffusion DY&R P. Ltd.
71. Roger Pereira Comms. P. Ltd.
72. Saatchi & Saatchi P. Ltd.
73. Sai Advertisers
74. Seasons Advertising Associates
75. Shutters Advertising Services

76. Snappers Advertising & Mktg P.Ltd.
77. Sobhagya Advertising Service
78. Span Communications
79. Sreshta Communications
80. Standard Publicity P. Ltd.
81. Sunflower Mktg. & Advertising
82. Surya Adsystems P. Ltd.
83. Swift Intermedia Convergence Ltd.
84. TBWA Anthem P. Ltd
85. The Communication Council
86. The Flagship Advertising P. Ltd.
87. Trail Blazer Media P. Ltd.
88. Touchstone Advertising & Mktg.Services
89. Triton Comms. P. Ltd.
90. TV Ads
91. XEBEC Comms. P. Ltd.

Category D

ALLIED PROFESSIONS

1. Aaren Advertising P. Ltd.
2. Bang Bang Films P. Ltd.
3. Brandscapes Consultancy P. Ltd.
4. Bright Group of Publications
5. Buchanan Group
6. Caption Outdoor Advertising
7. CESC Ltd.
8. Confederation of Indian Alcoholic Beverage Co
9. Dorab R. Sopariwala
10. Henry Raval Production
11. Highlight Films P. Ltd.
12. IBS
13. Institute of Hotel Cargo & Tourism Management
14. Jamnalal Bajaj Institute of Management Studies
15. Marketgate Consulting P. Ltd.
16. Media Representation International
17. MGM's Institute of Mgt Studies & Research
18. Mudra Institute of Comms
19. Neonite Corporation
20. NMIMS University
21. Partha Rakshit Associates
22. Paul Media Services
23. Perfect Relations Ltd.
24. Sayani Radiotel Advertising
25. S.P. Jain Institute of Management & Research
26. S-Team
27. The Nielsen Company
28. The Tobacco Institute of India
29. Unique Blocks
30. Unique Inflatables Ltd.
31. UTV Software Comms Ltd.
32. Xavier Institute of Communication

Report of the Board of Governors

We take pleasure in presenting the Twenty-Fourth Annual Report of the Advertising Standards Council of India, together with the Statement of Accounts for the period April 2009 to March 2010.

Highlights of the Year

ASCI Ad & PR Campaign

During the period December 2009 to February 2010 The ASCI Advertising Campaign to increase awareness and usage of ASCI was carried pro bono by many TV Channels like Viacom, SET, NDTV, Turner, Discovery, UTV, TV Today, Star News, Aaj Tak, POGO, Warner Brothers and Zee News. Newspapers & Magazines like Amar Ujjala, Times of India, Chitralekha, Business Standards also carried the Advertisement pro bono. The campaign resulted in the ASCI Secretariat receiving about 150 calls v/s previously 20 calls regarding complaints against 20 Advertisements v/s previously 11 advertisements per month on an average. The impact of the campaign therefore has been tremendous. The Board expresses its gratitude to Mr. Madhukar Kamath and his team from Mudra Advertising for developing the campaign and to Mr. Sam Balsara, Mr. Vikram Sakhuja and Dr. Bhaskar Das for having it released pro bono.

Since October 2009 ASCI appointed Sampark Public Relations P. Ltd as its PR agency to support increasing the awareness and usage of ASCI among various stakeholders including Consumers, Opinion Leaders, Regulators and Advertising industry members. There has been substantial increase in positive stories on ASCI appearing in media especially on line and print media. ASCI will soon come out with a quarterly E-magazine targeted at Opinion Leaders, Regulators and Advertisement industry members with the support of the PR agency.

Toll Free Number

ASCI obtained its Toll Free Number. The number is 1800 22 2724. This has made it easier for the general public to lodge complaints.

Consumer Complaints Council (CCC) Members

During the year, Prof. Dhananjay Keskar and Mr. Darryl D'Monte retired from the CCC. Ms. Ms. Anuradha Deshpande resigned from the CCC. Mr. Rajiv Dube, Mr. Anurag Mehra, Mr. Bejon Misra, and Ms. Kalpana Sharma were appointed to fill the consequential as well as earlier vacancies.

On behalf of all members of the Council, the Board of Governors places on record its gratitude to the members of the CCC for their very generous contribution of valuable time and expertise each month.

CCC - Analysis of Decisions on Complaints

The CCC met 12 times and deliberated on 159 complaints against Ads of which, 87 were Upheld, whilst 72 were Not Upheld. The provisions of the ASCI Code which have been contravened the most, appear to be Chapter I.1 claims not substantiated or false (25 Ads), Chapter I.4 misleading (23 Ads), Chapter II offensive

to generally accepted standards of public decency (4 Ads), Chapter III.3 - show or refer to dangerous practices (7 Ads).

Compliance of the CCC decisions

Out of the 87 complaints which were Upheld, in 71 cases the Advertisements have been withdrawn or modified appropriately in line with the CCC decisions. Written assurance of compliance for 16 complaints have was not received. Incidence and details of compliance not confirmed of the CCC decision upholding a complaint against an advertisement are not only reported via the quarterly report issued to the ASCI members, media and relevant Govt. & NGO organizations, but also to the concerned media associations (IBF for TV and INS for print Ads) and regulatory authorities (I&B Ministry for TV and Press Council for Print Ads). Monthly PR release which is widely carried by the media also reports details of the CCC decisions including where compliance is not confirmed in writing.

Originwise Analysis of Complaints

Out of the 159 complaints processed during the year, 48 were intra industry received from advertisers and ad. agencies, in respect of misleading or unfair competitive advertising. Of these, 29 were Upheld and 19 were Not Upheld; assurance of compliance has been received for 26 of these Upheld complaints. It is encouraging to observe that the rate of compliance of Upheld decisions is higher in intra industry complaints than in respect of consumer originating complaints.

Of 14 suo motu complaints registered by ASCI Secretariat or CCC, 10 were Upheld; of these, in 9 cases the Advertisements have been withdrawn or modified appropriately in compliance with the CCC decisions, whilst assurance of compliance is awaited for 1 Ad. 4 suo motu complaints were Not Upheld. Of the 31 complaints received from Consumer Representational Organisations, in 11 cases the Ads have been withdrawn or modified appropriately; assurance of compliance is still awaited for 9 complaints. It is gratifying to observe that consumer bodies have come to rely on your Council to address the reluctance of the offending advertisers who failed to respond to them directly.

Out of the balance 66 complaints received from the general public 28 were upheld and 38. not upheld. Out of 28 upheld complaints 25 Advertisers confirmed written compliance while for 3 complaints no confirmation in writing of compliance was received. Your council's focus is to communicate more and more to the general public on the existence of ASCI where they will get redressal incase they find an objectionable advertisement.

A summary of all the complaints processed during the year is provided in the Compilation of CCC decisions, which is included in this Report. The involvement of ASCI members in the various complaints, identified by in this report, is indicative of the need for greater pro-active observance of the Code by the members, at the time of development of every Advertisement. Your Council offers free Copy Advice Service to its members. More pro active use of this Service by members would help reduce incidence of complaints being made or upheld against members advertisements.

Memberships

Your Council is pleased to report that due to active follow-up by the Board members and the Secretariat, 36 new members have enrolled during the year. However, 21 members did not renew their memberships. The total number of members now stands at 308.

Meeting with FSSAI

A meeting was convened of ASCI Food & Beverages Industry members on August 20th, 2009 to discuss issues pertaining to the Food & Safety Act vis-vis the ASCI Self-Regulation Guidelines on the Advertising of Food & Beverages. ASCI Board members met the Chairperson of the Food Safety and Standards Authority of India (FSSAI) and his team and conveyed ASCI's viewpoint that a) Self-Regulation in India is proven to work well through ASCI and b) ASCI already has specific guidelines for food advertising in its code and therefore ASCI should play primary role in evaluating complaints against advertising of food. FSSAI has since published draft guidelines for Food advertisements in which ASCI is given primary role for complaint redressal. Final Guidelines are now awaited from FSSAI.

National Institute of Nutrition

The National Institute of Nutrition (NIN) has invited ASCI for its First National Conclave on Defining Health Packaged Foods & Beverages on January 18th at Hyderabad. Board member, Mr. I. Venkat made the ASCI presentation prepared by ASCI Secretariat on its Guidelines for Foods & Beverages.

Website

With the surge of complaints being received, ASCI started a user friendly web based complaint registration system. Complaints can be made online.

Meeting with the I&B Minister

A delegation of ASCI Board and Consultative Committee members met with Ms. Ambika Soni, Hon. Minister for Information & Broadcasting, Government of India on August 20th, 2009. Smt. Ambika Soni appreciated the work done by ASCI over the years and assured the Ministry's support to the cause of self regulation in advertising and work on it being done by ASCI.

WFA Supported Project

The World Federation of Advertisers (WFA) has communicated to ASCI a grant of US $ 100000 over next 3 years to improve advertising self regulation system and process in India. ASCI Board has agreed to the grant and are working on a project which will help increase awareness and usage of ASCI among its various stakeholders.

ASCI Silver Jubilee Seminar

The seminar on Marketing Responsibly to celebrate 25 years of ASCI was held in Mumbai on June 10th, 2010 at the Trident, Bandra Kurla Complex. The day long Seminar witnessed the I&B Secretary and industry captains address key issues related to Marketing Responsibly.

ASCI's seminar saw some of the burning topics discussed by industry and civil society leaders. Topics like marketing to children, the women's side of marketing responsibly, marketing for education sector and self-regulation in movies were discussed at a daylong seminar with an industry and non-industry perspective.

Delivering the Inaugural Speech, Mr. Raghu Menon, Secretary, Ministry of Information & Broadcasting said, The Ministry of I&B has close working relations with ASCI. They have created some responsible benchmarks in Advertising. They are sensitive to social concerns. The Government has full faith in ASCI.

Chairman Prof. Dhananjay Keskar welcomed the delegates. Mr. Vindi Banga delivered the keynote address whilst Mr. Adi Godrej in his valedictory address spoke on the future of Self Regulation in India. The evening concluded with a dinner conversation by Mr. Mayank Shekhar with Ms. Shabana Azmi.Other Speakers included Mr. Ganesh Natarajan, Mr. Mahesh Peri, Ms. Geeta Dharmarajan, Mr. Bejon Misra, Mr. Ricardo Fort, Ms. Nandita Das, Mr. Vivek Bahl, Mr. Dorab Sopariwala, Mr. Sumeet Vohra & the CCC members.

Interestingly, the ASCI introduced a Charter on Marketing Responsibly and the attendees renewed a pledge on continued support on responsible marketing within their organisations, products and marketing strategies.

ASCI also put forth a select panel of the Consumer Complaints Council (CCC) for direct interaction with the industry. The CCC is the body within the ASCI that evaluates and takes decisions on consumer complaints made against advertisements. The CCC comprises of experts from the industry and civil society.

The Board recorded its appreciation for the organization of this Seminar to Mr. Arvind Sharma, Chairman, ASCI Silver Jubilee Committee and Prof. Dhananjay Keskar, Chairman with the support of the Secretariat as well as exchange4media who co-organized the event.

Status of Legal Cases Against Your Council

A Suit was filed by ***Century Plyboards (I) Ltd.*** at the Mumbai High Court seeking a perpetual injunction restraining ASCI from acting in furtherance of the CCC decision against their ad communicated to Century Plyboards (I) Ltd. ASCI filed an appeal being Appeal No. 1483 of 1999, for setting aside the said Order and disposal of the Appeal.

Indo Bio-Tech Foods Ltd (Indo Biotech) filed a Suit against ASCI at Mumbai High Court restraining ASCI from entertaining any complaints against ads of Indo Biotech and/or from taking any action/decision against the advertisements pursuant to such complaints.

Emami filed the Suit in the Calcutta High Court challenging two CCC decisions. Emami also filed an application for ad-interim reliefs in terms of seeking a stay of the Orders which stay was granted by the Calcutta High Court vide an ex-parte order dated April 12, 2000.

Suit No. 695 of 2004 is filed ***by J.K. Tyres*** at Delhi High Court for a decree of permanent and mandatory injunction against the ASCI from publishing, circulating, advising through print or electronic or any other media and acting upon the impugned decision of the Consumer Complaint Council dated February 10, 2004.

A complaint has been filed by Vicco before the MRTP Commission (***MRTPC***), praying inter alia against ASCI publishing the impugned decision of the Consumer Complaint Commission.

The present status for the above cases is that the Suits are pending hearing for final disposal and are likely come up for hearing in the ordinary course. Your Council is actively following up on the cases with the help and support of Zia Mody Associates.

ASCI In the News

Thanks to the efforts of Sampark PR as well as our Board members, ASCI has been in the news throughout the year.

Press Conferences with Board Members, Consultative Committee members and the Secretary General resulted in Articles, News Items and Interviews in a variety of Publications like The Times of India, Deccan Chronicle, DNA, FE Brandwagon, Midday, Pune Mirror, Hindustan Times, Loksatta, Prabhat Khabar, Sakal, Financial Express, Economic Times, Business Standard etc. The Electronic Media highlighted the contributions of ASCI. NDTV Profit, Zee News and CNBC brought to focus various issues facing ASCI. Radio Mirchi also added to its spice with an interview with an ASCI Spokesperson. ASCI grabbed the headlines with, Regulator Turns the Heat on Misleading Campaigns; Self Regulation Is Working Better Today; ASCI Invites Ad Cribs; As Conned on TV; Ads that don't Add Up Under Industry Watchdog Scanner; Upset With Ads? Here Take A Stick.

With greater awareness of ASCI, the Self Regulation Movement has taken a major leap forward in its Silver Jubilee year.

Financial Results

		This year Rs.	Previous year Rs.
Income		89,63,630	59,92,083
Expenditure	34,48,511	28,49,332	
Excess of Income over expenditure for the year		55,15,119	31,42,751
Add: Transfer from Accumulation under Section 11 (2) as amount no longer required		7,53,591	25,500
Balance at the beginning of the year		45,00,114	45,61,315
		1,07,68,824	77,29,566
Less:			
(i) Accumulation under Section 11(1)(a) of the Income tax Act 1961		12,14,138	8,08,452
(ii) Accumulation under Section 11(2) of Income tax Act 1961		49,00,000	24,21,000
		61,14,138	32,29,452
Balance carried to Balance Sheet	Rs.	46,54,686	45,00,114

Directors' Responsibility Statement:

The Directors confirm that:

1. in the preparation of the annual accounts, the applicable accounting standards have been followed and there has been no material departure;
2. they have selected such accounting policies and applied them consistently and made judgements 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 2010, and of the excess of income over expenditure of the Company for the year ended on that date;

3. they have taken proper and sufficient care for the maintenance of adequate accounting records in accordance with the provisions of the Companies Act, 1956, for safeguarding the assets of the Company and for preventing and detecting fraud and other irregularities; and
4. they have prepared the annual accounts on a going concern basis.

Particulars of Employees:

The Company does not have any employee drawing an annual or monthly salary in excess of the limits prescribed under Section 217(2A) of the Companies Act, 1956.

Conservation of Energy and Technology Absorption:

During the year under report, there was no activity relating to conservation of energy and / or technology absorption.

Foreign Exchange Earnings and Outgo:

During the year under Report, there were no earnings or outgo in respect of foreign exchange.

Auditors:

M/s. Lalit Khanna & Co. Chartered Accountants, retire and are eligible for reappointment. Members are requested to appoint auditors to hold office upto the conclusion of the next Annual General Meeting and to fix their remuneration.

The Twenty-four Annual General Meeting will be held on Thursday 9th, September 2010.

The Governors retiring from the Board, and eligible for re-election, are as follows:

Category A - Advertisers

Mr. Narendra Ambwani & Mr. Gopal Vittal

Category B - Press/Media

Mr. G. Krishnan & Mr. I. Venkat

Category C- Advertising Agencies

Mr. Srinivasan Swamy & Mr. Subhash Kamath

Category D - Allied Professions

Prof. Dhananjay Keskar & Mr. Pranesh Misra

On behalf of the Board of Governors,

DHANANJAY KESKAR
CHAIRMAN

Mumbai

NOTICE

A Meeting of the Board of Governors shall take place immediately after the Annual General Meeting on ***September 9th 2010.***

The Agenda for this meeting will be as follows:

1. Election of the Chairman
2. Election of the Vice-Chairman
3. Any other business with the permission of the Chair

All members of the Board, including those who will be elected at the Twenty-third Annual General Meeting are requested to attend this meeting.

DHANANJAY KESKAR
CHAIRMAN

AUDITORS' REPORT

TO THE MEMBERS OF THE ADVERTISING STANDARDS COUNCIL OF INDIA

1. We have audited the attached Balance Sheet of THE ADVERTISING STANDARDS COUNCIL OF INDIA as at 31st March, 2010 and also the Income and Expenditure Account for the year ended on that date annexed thereto. These financial statements are the responsibility of the Company's management. Our responsibility is to express our opinion on these financial statements based on our audit.

2. We conducted our audit in accordance with the auditing standards generally accepted in India. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatements. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by the management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

3. The Council is a Company licensed to operate under Section 25 of the Companies Act, 1956, and accordingly the requirements of the Companies (Auditor's Report) Order, 2003 are not applicable.

4. Further to our comments in paragraph 3 above, we report that:
   (i) We have obtained all the information and explanations, which to the best of our knowledge and belief were necessary for the purposes of our audit ;
   (ii) In our opinion, proper books of account as required by Law have been kept by the Council so far as appears from our examination of those books;
   (iii) The Balance Sheet and the Income and Expenditure Account dealt with by this report are in agreement with the books of Account ;
   (iv) In our opinion, the Balance Sheet and the Income and Expenditure Account dealt with by this report comply with the Accounting Standards referred to in sub-section (3C) of Section 211 of the Companies Act, 1956;
   (v) On the basis of the written representations received from the directors, and taken on record by the Board of Directors , we report that none of the directors is disqualified as on 31st March, 2010 from being appointed as a Director in terms of clause (g) of sub-section (1) of Section 274 of the Companies Act, 1956;
   (vi) In our opinion and to the best of our information and according to the explanations given to us, the said accounts give the information required by the Companies Act, 1956 in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India:

   (a) in the case of the Balance Sheet, of the state of affairs of the Council as at 31st March, 2010 ; and
   (b) in the case of the Income and Expenditure Account, of the excess of income over expenditure for the year ended on that date.

For Lalit Khanna & Co.
Chartered Accountants

Lalit Khanna
Partner
Membership No. 5185

Mumbai: July 8th, 2010

BALANCE SHEET

AS AT 31st MARCH 2010

	Schedule	This Year Rupees	This Year Rupees	Previous Year Rupees
I. SOURCES OF FUNDS:				
1. **Corpus and Reserves**				
(a) Council's Corpus	A		35,58,180	34,86,180
(b) Reserves and Surplus	B		2,63,72,170	2,08,57,051
TOTAL RUPEES			2,99,30,350	2,43,43,231
II. APPLICATION OF FUNDS				
1. **Fixed Assets**				
(a) Gross Block	C	30,70,881		30,56,881
(b) Less: Depreciation		15,23,889		13,95,232
(c) Net Block			15,46,992	16,61,649
2. **Investments**	D		2,13,00,000	1,72,56,400
3. **Current Assets, Loans and Advances**				
(a) Accrued Interest on Investments and Bank Deposits			6,07,929	4,50,123
(b) Cash & Bank Balances	E		65,64,337	51,46,972
(c) Loans and Advances	F		1,99,162	1,00,067
			73,71,428	56,97,162
4. Less: **Current Liabilities & Provisions**				
(a) Current Liabilities	G		71,520	1,45,530
(c) Provisions	H		2,16,550	1,26,450
			2,88,070	2,71,980
Net Current Assets			70,83,358	54,25,182
TOTAL RUPEES			2,99,30,350	2,43,43,231

As per our report of even date attached
For ***Lalit Khanna & Co.***
Chartered Accountants

(Lalit Khanna)
Partner
Membership No. 5185
Mumbai: 08/07/2010

For and on behalf of the
Board of Governors

Chairman
Dhananjay Keskar

Members
Narendra Ambwani
Shantanu Khosla
Partha Rakshit
Arvind Sharma
Srinivasan Swamy
I. Venkat

INCOME AND EXPENDITURE

ACCOUNT FOR THE YEAR ENDED 31ST MARCH, 2010

Sl. No.	Particulars	This year Rupees	Previous Year Rupees
	INCOME		
1	Membership Subscription	67,34,500	42,29,500
2	Interest on Investments, Bank Deposits etc.	22,09,130	17,62,583
3	Other Income	20,000	0
		89,63,630	59,92,083
	EXPENDITURE		
4	Salaries, Wages and Bonus	8,11,378	8,04,524
5	Printing, Stationery and Xerox charges	2,18,836	2,43,776
6	Electricity Charges	79,699	65,038
7	Telephone Expenses	1,11,859	69,306
8	Travelling & Conveyance	1,41,696	83,563
9	Subscriptions and Fees	89,060	88,350
10	Legal and Professional charges	8,16,074	10,66,670
11	Postage and Courier charges	62,719	68,757
12	Audit Fees	27,000	24,000
13	Awareness Campaign	2,24,792	0
14	Public Relation Expenses	4,97,453	0
15	Miscellaneous Expenses	1,63,288	1,92,310
16	Depreciation	1,28,657	1,43,038
17	Provision for tax	76,000	0
	Total Expenditure	34,48,511	28,49,332
	Excess of Income over Expenditure for the year	55,15,119	31,42,751
	Add (1) :Transfer from Accumulation under section 11 (2) as amount no longer required	7,53,591	25,500
	(II) Balance at the beginning of the year	45,00,114	45,61,315
	Amount available for accumulation and appropriation	1,07,68,824	77,29,566
	Accumulations and Appropriations		
	(i) Accumulation under section 11(1)(a) of the Income tax Act, 1961	12,14,138	8,08,452
	(ii) Accumulation under section 11(2) of the Income tax Act, 1961	49,00,000	24,21,000
	(iii) Balance carried to Balance Sheet	46,54,686	45,00,114
		1,07,68,824	77,29,566

As per our report of even date attached
For ***Lalit Khanna & Co.***
Chartered Accountants

(Lalit Khanna)
Partner
Membership No. 5185
Mumbai: 08/07/2010

For and on behalf of the
Board of Governors

Chairman
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Members
Narendra Ambwani
Shantanu Khosla
Partha Rakshit
Arvind Sharma
Srinivasan Swamy
I. Venkat

Schedules annexed

to and forming part of the Balance Sheet as at 31st March 2010
and the Income and Expenditure Account for the year ended on that date

	This year Rupees	This year Rupees	Previous year Rupees	Previous year Rupees
SCHEDULE A				
Council's Corpus				
Balance as at the beginning of the year		34,86,180		33,90,180
Add : Entrance fees received during the year		72,000		96,000
		35,58,180		34,86,180
SCHEDULE B				
Reserves & Surplus				
(i) Accumulation under Section 11(1)(a) of the Income tax Act 1961				
As per last Balance Sheet	59,25,809		51,17,357	
Add: Amount accumulated in the current year	12,14,138		8,08,452	
		71,39,947		59,25,809
(ii) Accumulation under Section 11(2) of the Income tax Act, 1961				
As per last Balance Sheet	1,04,31,128		80,35,628	
Less : Amount transferred to Income and Expenditure A/c as no longer required.	7,53,591		25,500	
	96,77,537		80,10,128	
Add: Amount accumulated in the current year	49,00,000		24,21,000	
		1,45,77,537		1,04,31,128
(iii) Surplus as per Income & Expenditure Account		46,54,686		45,00,114
		2,63,72,170		2,08,57,051

FINANCIAL YEAR 2009-2010

SCHEDULES ANNEXED TO AND FORMING PART OF THE BALANCE SHEET AS AT 31ST MARCH 2009 AND THE PROFIT & LOSS ACCOUNT FOR THE YEAR ENDED ON THAT DATE (Con...)

SCHEDULE C

SCHEDULE OF FIXED ASSETS ANNEXED TO AND FORMING PART OF THE BALANCE SHEET AS AT 31st MARCH 2010

Sr. No.	*Description of the Assets*	*COST*				*DEPRECIATION*				*NET BOOK VALUE*	
		As at the beginning of the year Rs.	*Additions during the year* Rs.	*Deductions during the year* Rs.	*As at the end of the year* Rs.	*Upto the beginning of the year* Rs.	*For the year* Rs.	*Deductions* Rs.	*Upto the end of the year* Rs.	*As at 31st March 2,010* Rs.	*As at 31stMarch 2,009* Rs.
1.	Office Premises	22,13,159	0	0	22,13,159	8,11,747	70,071	0	8,81,818	13,31,341	14,01,412
2.	Computers	4,02,324	14,000	0	4,16,324	3,34,313	28,155	0	3,62,468	53,856	68,011
3.	Air Conditioners	38,000	0	0	38,000	24,416	1,890	0	26,306	11,694	13,584
4.	Office Equipments	1,61,690	0	0	1,61,690	71,172	12,591	0	83,763	77,927	90,518
5.	Furniture & Fixtures	2,41,708	0	0	2,41,708	1,53,584	15,950	0	1,69,534	72,174	88,124
	Total Rupees	30,56,881	14,000	0	30,70,881	13,95,232	1,28,657	0	15,23,889	15,46,992	16,61,649
	Previous Year Total Rupees	30,31,381	25,500	0	30,56,881	12,52,194	1,43,038	0	13,95,232	16,61,649	17,79,189

Schedules annexed

to and forming part of the Balance Sheet as at 31st March 2010
and the Income and Expenditure Account for the year ended on that date (continued)

	This Year Rupees	Previous Year Rupees
SCHEDULE D		
Investments (at cost) - Unquoted Long term Investments		
1. Bonds		
(a) 6564 - 6.60 % Tax Free ARS Bonds of Rs.100 each of the Unit Trust of India	0	6,56,400
(b) 8% Savings (Taxable) Bonds, 2003	2,03,00,000	1,56,00,000
	2,03,00,000	1,62,56,400
2. Fixed Deposits		
(a) 9.55 % Premium Deposit Annual Income Plan with Housing Development Finance Corporation Ltd.	10,00,000	10,00,000
	2,13,00,000	1,72,56,400
SCHEDULE E		
Cash and Bank Balances		
(i) Cash in hand	5,477	5,545
(ii) Savings Accounts with Schedule Banks	1,18,800	50,367
(iii) In Term Deposits with Scheduled Banks	64,40,060	50,91,060
	65,64,337	51,46,972
SCHEDULE F		
Loans and Advances		
Unsecured Considered good		
(i) Deposits	18,000	8,000
(ii) Prepaid Taxes	99,798	91,022
(iii) Loans To Staff	23,000	0
(iv) Other Advances recoverable in cash or in kind or for value to be received	58,364	1,045
	1,99,162	1,00,067
SCHEDULE G		
Current Liabilities		
a) Subscription received in advance	12,500	73,000
b) Sundry Creditors and Outstanding Expenses	59,020	72,530
	71,520	1,45,530
SCHEDULE H		
Provision for Tax	76,000	-
Provision for Leave Encashment	1,40,550	1,26,450
	2,16,550	1,26,450

Schedules annexed..

..to the Balance Sheet as at 31st March, 2010 and the Income and Expenditure Account for the year ended on that date (continued)

SCHEDULE I

Notes and significant accounting policies

1 Significant accounting policies :-

(a) Method of Accounting

1 Accounts are maintained on accrual basis except in respect of bonus payment which is accounted on cash basis

(b) Fixed Assets and Depreciation

All Fixed assets are valued at cost less depreciation. Depreciation has been provided on the written down value basis at the rates and in the manner prescribed in Schedule XIV of the Companies Act, 1956

(c) Retirement Benefits

The Council does not have any scheme for payment of Provident Fund, Gratuity or Superannuation. Provision for Leave Encashment is made on the assumption that all the employees will retire at the end of the accounting year.

2 Fees for taxation services Rs.13000/- (previous year Rs.12000/-) are paid to M/s Lalit Khanna & Associates, which is the sole proprietorship of Mr. Lalit Khanna who is one of the partners of M/s Lalit Khanna & Co., the Auditors of the Council.

3 Miscellaneous Expenses include:-

	This year Rs.	Previous year Rs.
Staff Welfare Expenses	20,436	17,500
Repairs and Maintenance to Premises	12,648	20,268
Other Repairs	32,818	37,496
Insurance	1,045	1,045
Framing Charges for Certificates	-	45,684

4 Particulars as per Paras 4, 4A, 4C and 4D of Schedule VI to the Companies Act, 1956 - NIL

5 Previous year's figures have been regrouped and rearranged wherever necessary

SCHEDULE J
Information pursuant to Part IV of Schedule VI to the Companies Act, 1956

THE ADVERTISING STANDARDS COUNCIL OF INDIA
SCHEDULE ANNEXED TO THE BALANCE SHEET AS ON 31.03.2010
AND THE INCOME/EXPENDITURE ACCOUNT FOR THE YEAR ENDED ON THAT DATE
BALANCE SHEET ABSTRACT AND COMPANY'S GENERAL BUSINESS PROFILE

I Registration Details

Registration No. ***37820*** State Code ***11***

Balance Sheet Date ***31*** Date ***03*** Month ***2010*** Year

II Capital raised during the year (Amount in Rs. Thousands)
Not Applicable

III Position of Mobilisation and Deployment of Funds
(Amount in Rs. Thousands)

Total Liabilities
30218

Total Assets
30218

Sources of Funds

Corpus
3558

Reserves & Surplus
26372

Secured Loans
-

Unsecured Loans
-

Application of Funds

Fixed Assets
1547

Investments
21300

Net Current Assets
7083

Misc. Expenditure
-

Accumulated Losses
-

IV Performance of Company (Amount in Rs. Thousands)

Turnover ***8964***	Total Expenditure ***3373***
Profit before tax ***5591***	Profit after tax ***5515***
Earning per Share in Rs. Not Applicable	Dividend rate % Not Applicable

V Generic Names of Three Principal Products/Services of Company (as per monetary terms)

Item Code No. (ITC Code)	Not Applicable
Product Description	The only activity of the Council is to monitor, administer and promote standards of advertising practices in India

Signatures to Schedules A to J

As per our report of even date attached
For ***Lalit Khanna & Co.***
Chartered Accountants

(Lalit Khanna)
Partner
Membership No. 5185
Mumbai: 08/07/2010

For and on behalf of the
Board of Governors

Chairman
Dhananjay Keskar

Members
Narendra Ambwani
Shantanu Khosla
Partha Rakshit
Arvind Sharma
Srinivasan Swamy
I. Venkat

REPORT OF CONSUMER COMPLAINTS COUNCIL (CCC)

COMPLAINTS THAT WERE UPHELD BY THE CCC
From April 2009 to March 2010

Sr. No.	Advertiser / Agency / Media	Claim / Description of Ad/ TVC	Complaint	ASCI Code/ CCC Decision

Intra-Industry Complaints * ASCI Member $ Complaint received from Consumer Representational Organisation

Advertisements Modified Appropriately / Withdrawn / Concluded

1.	Videocon Industries Ltd (Videocon Washing Machines) Saatchi & Saatchi(*) Business India(*) (2/2009 issue)	Claims - "Eco-Friendly washing machines", "Designed to not just care for your clothes, but also conserve water, save energy".	(Complaint received in 2/2009) Advertiser should substantiate the claims on the basis of technical data for "water consumption" as well as "energy saving". How does the product qualify to be eco-friendly?	April 2009 Chapter I.1. Claims not substantiated. ***Ad withdrawn.***
2. #	Surya Roshni Limited (Surya Tubelight) India TV(*) (1/2009)	Claims - "Surya Tubelight lasts 3 times longer than others", "Surya lamps are brighter and lasts longer than others".	(Complaint received in 2/2009) Claims without substantiation are misleading the consumers.	April 2009 Chapter I.1. Claim, Surya Tubelight "lasts 3 times longer than others", not substantiated with comparative data of other brands. ***TVC modified.***
3. Suo motu	Diageo India P. Ltd(*) (Smirnoff) India Today(*) (12/2008 issue)	Ad states - "Producing the Purest, Always", "United against drink driving". Ad shows the brand name of a liquor product – Smirnoff.	(Complaint registered in 3/2009) Ad appears to be a surrogate Ad for a liquor brand. Ad mentions "Cassettes & CDs", without any visual depiction of the same. This bears no relation to the product/service being promoted.	April 2009 Chapter III.6. Ad was a surrogate Ad for a liquor product – Smirnoff. ***Ad withdrawn.***

4. #	Rajasthan Patrika Pvt Ltd(*) (Patrika – Changing Equation in Madhya Pradesh) Impact Magazine (3/2009 issue)	Ad shows two pie-charts comparing circulations of Patrika with other Hindi print players in Bhopal and Indore. Circulation figures of all publications including NaiDunia and NavDunia, are said to have been mentioned "as per Internal Estimates". The pie-charts project Patrika as the leader in both Indore and Bhopal markets.	(Complaint received in 3/2009) The circulation figures for NaiDunia, Indore and for NavDunia, Bhopal, as mentioned in the Ad have been neither certified by ABC nor are figures ever released by NaiDunia Media. Ad also intends to mar image of competitors through misleading circulation figures, and false comparison. Ad misrepresents the data of NaiDunia and NavDunia.	May 2009 Chapter I.4. Ad mentions the circulation figures of all publications as "as per internal estimates", and does not quote an independent Reputed Research Institution like NRS or ABC. Ad is misleading as it misrepresents the data of publications - Nai Duniya and Nav Duniya. ***Ad withdrawn by the Advertiser, on receiving the ASCI's request for comments on the complaint.***
5. Suo motu	Cosmetic, Plastic Surgery and Laser Super Specialities (Permanent Fat Removal) Mumbai Mirror(*) (11/2008)	Claims - "Permanent Fat Removal", "22 litre Fat (over 14 inches) removal in one sitting".	(Complaint registered in 4/2009) Advertiser needs to provide proof, supporting clinical information, details of reports of clinical tests/trials conducted, in substantiation of these claims.	May 2009 Chapter I.4. Claim, Fat Removal was "permanent", is misleading by ambiguity. ***Advertiser informed that the said claim has been deleted from all their Ads.***
6. Suo motu	United Spirits Ltd(*) (Romanov Red Vodka) Filmfare(*) (1/2009 issue)	Advertorial shows "a bottle of Romanov Red". Copy states - "Romanov Red is also made from multiple grains. Grains from different harvest seasons are carefully selected, ground and then fermented. A multi-distillation process that retains the natural richness of the grains is then used to distill this spirit. It is further refined through a multi-filtration technique. The result, a blend that is smoother than smooth".	(Complaint registered in 4/2009) Advertorial is a promotion for a liquor product – Romanov Red Vodka.	May 2009 Chapter III.6. Advertorial is a promotion for a liquor product – Romanov Red Vodka. ***Advertorial discontinued.***

7. $	Star Global Education (IELTS) Corporate (3/2009)	Claims - "India's Finest IELTS Training Academy", "India's Finest ESL – IELTS – TESOL Education Provider".	(Complaint received in 4/2009) Advertiser should substantiate these claims with studies provided by an independent agency, and with a comparative analysis vis-à-vis other educational institutes in India.	May 2009 Chapter I.1. In the absence of a comparative data from an independent agency, the claims, were not substantiated. ***Advertiser assured that the claim of being the "finest" institute in its category, will not appear again in their Ads.***
8. $	Crossover Eco Magazine Ad on website	Claim – "India's first and only eco-magazine".	(Complaint received in 4/2009) Claim needs to be substantiated with comparative data from research conducted by recognised independent agency.	May 2009 Chapter I.1. Claim not substantiated. ***Advertiser assured that they have stopped using the banner online Ad, and the said claim will not appear again in their Ads.***
9.	Heinz India P. Ltd(*) (Complan) TVC aired on various channels	Claim - "children taking Complan are found to grow taller by 3 cms as compared to non complan drinkers".	(Complaint received in 4/2009) Claim is totally false and not supported by any scientific research. Ad is misleading.	May 2009 Chapters I.1 and III.4. Claim not substantiated. Ad was in breach of the law as it was in contravention of Schedule J of the Drugs & Cosmetic Rules. 1945. ***Subsequently, the Advertiser provided the results of the study conducted by an independent scientific research in substantiation of the claim. Advertiser confirmed that they are not covered under the Drugs and***

				Cosmetics Act and hence Schedule J of the said Act is not applicable to them. They are governed by the Prevention of Food Adulteration Act.
10.	Telemax (Nazar Raksha Yantra) Josh TV (5/2009)	Claims (in Hindi) as translated in English - "Nazar Raksha Yantra saves the wearer from bad eyes and good fortune and financial gains to whomsoever wears it".	(Complaint received in 5/2009) Advertiser is clearly misleading the people. There is no scientific evidence available that bad eyes can cause any damage to anyone, and that this product can bring fortune or good luck to someone.	May 2009 Chapters I.1 and I.5. Claims not substantiated.Claims appeared to be gross exaggerations and inferred that the product advertised, inclusive of its ingredients, possesses such special property which is difficult of being proved. This is likely to lead to grave or widespread disappointment in the minds of the consumers. ***TVC discontinued.***
11.	Ramdev Foods Products Pvt Ltd **$** Ad on website	Claim - "India's First Food Safety (ISO:22000:2005) certified spice company".	(Complaint received in 4/2009) Advertiser should substantiate this claim with comparative data from research conducted by recognised independent agency.	May 2009 Chapter I.4. CCC considered the Certificate from Bureau Veritas which stated that "Ramdev Food Products is the first organization certified as per ISO 22000: 2005 standard in the spice sector".In the absence of proof that it was the first Spice Company certified by any Certification Institute, the claim was misleading. ***Claim modified.***

12. Suo motu	Kunnath Pharmaceuticals Pvt Ltd (Musli Power X-tra) Mumbai Mirror(*) (11/2008)	Claims - "Musli Power X-tra is a natural solution for male sexual problems ..... and female sexual disorders ....", "Musli Power X-tra is a very effective medicine for frozen shoulder, it improves sperm count and sperm motility", "More over its anti-ageing and stress relieving properties have found to be helping geriatric patients regain vitality", "Clinical trials, toxicity study, metal content analysis and other analytical studies show that this is a safe Ayurvedic medicine".	(Complaint registered in 4/2009) Advertiser needs to provide proof, supporting clinical information, details of reports of clinical tests/trials conducted, in substantiation of these claims.	May 2009 Chapters I.4 and I.5. Claims appeared to be gross exaggerations, which is likely to mislead and lead to grave or widespread disappointment in the minds of the consumers. ***Ad modified.***
13. $	ETA General Pvt Ltd. (O General Air Conditioner – summer offer) Corporate (3/2009)	Claim - "The World's Most Powerful Air Conditioner". Claim - "100% Imported"	(Complaint received in 4/2009) Advertiser should substantiate this claim with studies provided by an independent agency, and a tabulated data including a comparative analysis vis-à-vis performance of other air conditioners in India. Claim needs to be substantiated with the following information – (1) whether it is imported and not assembled in India. (2) the cost price of the product, the cost of procurement like duty, excise, etc and the selling price at which it is available to the consumers.	June 2009 Exparte (absence of comments from the Advertiser). Chapter I.1. Claims not substantiated. ***Ad withdrawn.***
14.	Go Airlines (India) Pvt Ltd (Free Flight Offer) Ad on website	Ad offer - "1 free ticket for every 5 flights taken on GoAir flights, all flights to be taken before March 31, 2009".	(Complaint received in 5/2009) This offer was not made good to the Complainant.	June 2009 Chapter I.4. Claim/offer made on the Advertiser's website was misleading. ***Advertiser assured that they have made good the offer to the Complainant.***

15.	Bajaj Auto Ltd(*) (Bajaj XCD Motorbike) O & M(*) TVC aired on various channels	TVC shows – "the rider of the bike driving at a very high speed and at a dangerous angle from the earth".	(Complaint received in 5/200 Ad is dangerous.	inadequately readable. ***TVC has been modified appropriately by increasing the size of the cautionary message. Advertiser assured that the said TVC will not be aired in future.*** <u>Suo motu complaint</u> The conditions mentioned in the "The Confident XCD 135 Free Bike Challenge", were in an inadequately readable font size which could be misleading. *(Complaint Upheld at July 09 CCC meeting).*
16.	Hero Honda Motors Ltd(*) (Hero Honda Motorbike) Draft FCB-Ulka(*) TVC aired on various channels	TVC shows - "a film star riding on Hero Honda Motorbike and is driving a helicopter on a very high surface".	(Complaint received in 5/2009) Ad is dangerous.	<u>June 2009</u> Clause C of the Guidelines on Advertisements for Automotive Vehicles.Cautionary message in the TVC was inadequately readable. ***Advertiser assured appropriate modification of the TVC.***

	ndai Motor ndia Ltd (Hyundai Verna) Deccan Chronicle(*) (5/2009)	Ad headline - "Leave the city behind, with the Hyundai Verna"	(Complaint received in 5/2009) Headline is similar to the headline copy created and released for Ford Fiesta – "Fiesta leaves the city far behind". The blatant use of the copy by Hyundai Verna will confuse and dilute Ford Fiestas communication recall.	June 2009 Chapter IV.3. Headline copy of the Advertiser's Ad was similar to that of the headline copy of the Complainant's Ad. ***Ad released by the local dealer has been withdrawn.***
18.	Wrigley India Pvt Ltd (Orbit Chewing Gum) Promotion message on the pack	Pack claims - "Helps protect against tooth decay".	(Complaint received in 4/2009) Without a qualifying statement, the claim is absolute and implies that the product benefits oral health. Claim is misleading and needs to be substantiated.	June 2009 Exparte (absence of comments from the Advertiser). Chapter I.4. Claim implies that the product benefits oral health. Claim is misleading. ***Subsequently, the Advertiser provided a letter from Indian Dental Association (IDA) confirming their acceptance to the functional benefit claims made on the pack.***
19. #	KERG Internationals (Be Sure Sanitary Napkins) Jaya TV, Sun TV (since Oct 08)	Claims - "Be Sure sanitary napkin has non return valve and acquisition layer on top that keeps it dry and hence it offers 100% safety and 100% protection".	(Complaint received in 4/2009) An independent laboratory test report confirms that "Be Sure" sanitary napkins do not offer 100% safety and 100% protection. Claims are not substantiated by reliable consumer test data generated by an independent agency. Claims of 100% protection and safety not scientifically sustainable. This is supported by the particulars given in a U.S Patent application which corroborates that even the latest advancements in the field of absorbent garments (sanitary napkins in this context) offer only improved and not 100% leakage performance.	July 2009 Chapter I.4. Claims, "offers 100% safety and 100% protection", were misleading by exaggeration. ***TVC modified.***

20. #	Dabur India Ltd(*) (Dabur Vatika Dandruff Control Hair & Scalp Care shampoo) Promotion messages on the product pack	Pack highlights the benefits of Lemon (astringent action helps remove the dandruff from scalp), Rosemary & Tea Tree Oils (anti-bacterial action helps fight dandruff recurrence), Almonds (strengthening hair from root to tip), and Coconut milk (helps moisturize and nourish scalp). Claim - "Eliminates dandruff from 1st wash".	(Complaint received in 5/2009) The efficacy and supportability of the claim that natural ingredients can remove or eliminate dandruff from the scalp in the first wash itself, is too exaggerated and misleading to the consumers, who are led to believe that a simple single wash is enough to totally get rid of all the dandruff from the scalp.	July 2009 Chapter I.4. CCC considered the independent technical report submitted by the Advertiser, and accepted the claims of the efficacy of the herbal ingredients in adding value to the product. Claim was misleading by implication. ***Claim modified.***
21. #	Career Launcher India Ltd (MBA Test Prep) The Times of India(*) (4/2009)	Claim - "4 out of 5 IIM call-getters in CAT'08 from Delhi & NCR are CL students". Fine print - "As per our estimate".	(Complaint received in 5/2009) Claim is based on advertiser's estimate alone, and is unsupported/unsubstantiated by any independent source/data whatsoever. It is not possible for any coaching institute to claim that in any specific geography, they have a certain % of students getting an IIM call from the total, since none of the IIMs release any data relating to the locations / addresses of the students.	July 2009 Chapter I.1. Claim not substantiated by an independent source/ data. ***Ad suspended.***
22. Suo motu	Bajaj Auto Limited(*) (Bajaj XCD motorbike) O & M(*) TVC aired on various channels	Conditions mentioned in "The Confident XCD 135 Free Bike Challenge"	(Complaint registered in 6/2009) These are in an inadequately readable font size which could be misleading.	July 2009 Clause C of the Guidelines on Advertisements for Automotive Vehicles. Conditions mentioned are in an inadequately readable font size. ***Advertiser has increased the font size of the general cautionary message.*** ***Advertiser assured that the said TVC will not be aired in future.***

23.	Idea Cellular Ltd (Idea) Lowe Lintas(*) NDTV Imagine(*) (7/2009)	TVC shows - "people from different professions on various locations and situations walking and talking on mobile, two men carrying a huge hoarding, climbing stair case, walking on the pavement, etc".	(Complaint received in 7/2009) TVC encourages an unsafe act of walking while talking on the mobile phone, which could cause injury to a person or others or both. ***(One similar complaints received against the same TVC).***	July 2009 Chapter III.3. Some action sequences as depicted in the TVC, shows dangerous practices and manifest a disregard for safety without justifiable reason. ***TVC modified.***
24.	Elder Health Care Ltd (Fuel Deodorant) Leo Burnett(*) Star Movies(*) (6/2009)	TVC shows - "a girl reaches a fuel pump for gas filling. There a charming man applies a Fuel body spray on himself. The girl gets aroused and starts inviting the man and he starts seducing her. She in turn opens her shirt".	(Complaint received in 6/2009) This is a vulgar Ad showing women in worst light, that they will fall for smell of a perfume. ***(One similar complaint received against the same TVC).***	July 2009 Chapter II. Ad is likely to give rise to widespread offence, particularly amongst women. ***TVC modified.***
25. $	The Times of India(*) (Best Bottom Pincher Award) Delhi Times, The Times of India(*) (6/2009)	Ad encourages the act of bottom pinching which it labels as "fun"	(Complaint received in 7/2009) Ad is offensive and defies all norms of propriety and gender sensitivity.	August 2009 Exparte (absence of comments from the advertiser). Chapter II. Ad is offensive and derogatory to womanhood, and is also likely to cause grave or widespread offence. ***Ad withdrawn.***
26.	Mankind Pharma Limited (Manforce Condoms) Prachar Comm NDTV Imagine(*) (7/2009)		(Complaint received in 7/2009) TVC shows many bad and vulgar scenes which cannot be seen in the presence of small children. ***(Two similar complaints received against the same TVC).***	August 2009 Chapter II. TVCs violate the prevailing standards of decency. The time of airing the Ads were not suitable for viewing

				by children and minors. ***TVC modified.***
27. **#**	Neutral Publishing House Limited(*) (Prabhat Khabar – Kal Aaj Kal) Prabhat Khabar, Ranchi edition (June and July 09)	Claim - "4000 Prabhat Khabar readers in Ranchi intend to buy a fridge in the next one year". Source - IRS 2009, Round I. Claim - "3000 Prabhat Khabar readers in Ranchi intend to buy a washing machine in the next year","1000 Hindustan readers intend to buy a washing machine in the next one year". Claim - "5000 Prabhat Khabar readers in the cities of Ranchi, Dhanbad and Jamshedpur intend to buy a car in the next one year".	(Complaint received in 7/2009) According to IRS 2009, Round I, it is 4000 readers of Hindustan who intend to buy a fridge in the next one year. The corresponding number for Prabhat Khabar is 2000. According to IRS 2009, Round I, it is 4000 readers of Hindustan. The corresponding figure for Prabhat Khabar is not available. Hence it is a clear case of fabricated data. According to IRS 2009, Round I, it is 5000 readers of Dainik Jagran. The corresponding figure for Prabhat Khabar is 3000.	August 2009 Chapters I.1 and I.4. Claims were false and misleading. ***Advertiser informed that there was an inadvertent error while collating the product profile data referred to in the Ads.*** ***Ads withdrawn.***
28. **$**	Levis Strauss (I) Ltd (Levis Innerwear for Jeans) Bombay Times(*) (5/2009)	Ad shows - "a young man barebodied with his jeans unbuttoned revealing partly his innerwear, and says "My girlfriend's sister turns me on". Ad states, "Bare what's inside", "live unbuttoned".	(Complaint received in 7/2009) In what way is an innerwear correlated with someone being turned on or turned off? Visual shown in the Ad is suggestive.	August 2009 Exparte (absence of comments from the Advertiser). Chapter II. Ad copy, "Bare what's inside" is indecent, and the statement, "My girlfriend's sister turns me on", is not culture sensitive. Ad is likely to cause grave or widespread offence. ***Ad withdrawn.***

29. #	Godrej & Boyce Mfg Co. Ltd(*) (Godrej Water Purifiers) Orchard Advertising The Times of India(*), DNA(*), HT(*), Gujarat Samachar (Aug 09)	Godrej have wrongly published/printed paper cuttings stating "Aluminium linked to disease", "Steel Yourself! Aluminium and tamarind make you demented", "Extensive use of aluminium utensils is harmful: study"	(Complaint received in 9/2009) Advertiser has directly linked the launch of their new product `Godrej Water Purifier' having stainless steel UV chamber to use of aluminium and aluminium products in water purifiers. These statements and the information provided to potential customers relating to "aluminium used in water purifier" are false and baseless.	September 2009 Chapters I.1 and IV.1.(e). Printed paper cuttings published in the Ad were false. Ad unfairly denigrated other category of products. ***Ad already withdrawn by the advertiser before receiving the CCC decision.***
30.	Reliance Communications Ltd(*) (Reliance Netconnect Broadband) Tribal DDB India AXN(*) (8/2009)	Claim – "Reliance is the fastest mobile broadband service in India"	(Complaint received in 9/2009) Advertiser claims to be the fastest mobile broadband service in India, without specifying the maximum/minimum speed. Advertiser should specify the minimum speed as per TRAI rules.	September 2009 Chapter I.1. Claim was not substantiated with comparative data of other mobile services. ***TVC suspended. Advertiser assured appropriate modification of the TVC.***
31. #	T. I. M. E. (Coaching for CAT for IIM Entrance) The Times of India(*) (6/2009)	Claims - "India's No.1 CAT training Institute is now No.1 in Delhi-NCR", "1000* T.I.M.E. students have gained final admission into the IIMs in CAT'08".	(Complaint received in 7/2009) Advertiser has failed to disclose the parameters on which it has claimed to be No.1 in India as well as in Delhi/NCR. Advertiser needs to submit the parameters taken into account while deciding whether a student who got admitted in any IIM is actually their student or not. Also they should submit the data of 1000 NCR/Delhi students along with their course details.	September 2009 Chapter I.1. Claim, "India's No.1 CAT training institute", not substantiated with comparative data of other institutes. ***Subsequently, the Advertiser provided proof in substantiation of the said claim.***

32.	Tata Teleservices Ltd(*) (Tata Photon+) Contract Advertising(*) AXN(*) (8/2009)	Claim – "Tata Telecom - the fastest mobile broadband service in India"	(Complaint received in 8/2009) Advertiser should specify the minimum / maximum speed as per TRAI rules.	October 2009 Chapter I.1. Claim was not substantiated with comparative data of other mobile services. ***TVC discontinued. Advertiser assured appropriate modification of the claim.***

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33. Suo motu	HT Media Ltd(*) (Dr. Mukesh Batra – Homeopathy treats UTI) Hindustan Times(*) (9/2009)	Ad of Dr. Mukesh Batra giving contact nos of the advertiser which seems like a paid Ad but is being passed off as a news item.	(Complaint registered in 9/2009) If the concerned media (Hindustan Times) has charged any money to the Advertiser (Dr. Batra), then this Ad misleads the consumer by implication that it is a news item when it is actually a paid Ad. The Ad also abuses the trust of the consumers by trying to masquerade it as news item.	October 2009 Chapter I.4. Though the Advertiser has claimed that it is purely an Ad, it appears to be an Advertorial especially with the byline "HT Media Marketing Initiative". Advertisement is misleading by implication. ***Advertiser assured appropriate modification of the Ad.***

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34. #	RSPL Pvt Ltd(Ghari Detergent Cake) India TV(*), Star Plus(*), Zee TV(*), DD1 Network (4/2009)	Claims - "fabric softness", "colour protection".	(Complaint received in 8/2009) Complainant have carried out tests on the product and the results indicate that the fabric washed with Ghari detergent cake developed colour bleeding. The claim on softness could not be validated by the tests. Claims are untenable and misleading.	October 2009 Chapter I.1.Advertiser did not provide any supporting technical information in substantiation of the claims. Claims were not substantiated. ***Advertiser voluntarily modified the TVC even before receiving the decision of the CCC.***

35. # Sony Max(*), NDTV Imagine(*), Star Plus(*), Zee Cinema(*) (7/2009)	Fem Care Pharma Ltd (Fem Bleach)	Claim - "Fairness creams do not deliver fairness in 15 minutes as the Bleach product does"	(Complaint received in 8/2009) Fem is a bleach based product while a `fairness cream' is not. Further, it is not the claim of the fairness cream to make fairer in minutes and all such claims are based on recommended, continued usage over a period of time Bleach products are not safe for regular use on daily basis, as they are made of powerful oxidizing agents like Hydrogen peroxide and Ammonium carbonates.	October 2009 Not Upheld. CCC considered the laboratory report provided by the Advertiser which supported the claim. Claim was not misleading.
		TVC shows - "a pack of fairness cream"	This is very similar to the brand – Fair & Lovely. The similarity is striking in many aspects – nomenclature, colour, scheme and design.	Upheld. Chapter IV.1(e). Pack of fairness cream was similar to the "Fair & Lovely" pack. ***Advertiser voluntarily replaced the pack in the TVC, even before receiving the decision of the CCC.***
36. # DD1, Sony TV(*), Star Gold(*), Zee Cinema(*) (7/2009)	Dabur India Ltd(*) (Dabur Lal Tail)	TVC (in Hindi) claims - "Dabur Lal Tail ki maalish se bachche dugni tezi se badhe" (Massaging with Dabur Lal oil leads to doubly faster growth in babies), with a super – "Yeh clinical research main pramanit hua hai, jisme maalish rahit bachchon se tulna ki gayi hai" (Proven in clinical research, wherein a comparison is made to non-massaged babies).	(Complaint received in 8/2009) Claim appears to be false and misleading because it intends to create an impression that the baby's growth will be holistic when massaged with Dabur Lal oil, since no particular dimension of growth is specified. Baby's growth needs to be measured on multiple dimensions to conclude that the baby is growing adequately. It is in the best interests of the consumer, therefore, that data substantiating doubly faster growth on all aspects of growth is furnished. Growth in babies cannot be singularly attributed to massaging alone. This is because apart from massaging, there are many factors like nutrition, genetics of parents, environmental	October 2009 Chapter I.4. CCC considered the supporting technical information provided by the Advertiser. Claim is misleading by ambiguity as no particular dimension of growth is specified. ***Claim modified.***

			conditions, social-economic conditions etc, that could be favorable to growth. Due to the above, to conduct a clinical trial to measure growth of babies due to massaging alone, it is essential to neutralize the effects of other growth factors.	
37. $	Mankind Pharma Ltd (Unwanted 72) Prachar Comm On various TV channels	TVC claims (in Hindi) – "Ab ham hain tension free".	(Complaint received in 9/2009) TVC projects `Unwanted 72' to be a regular contraceptive; whereas it is an emergency contraceptive.  Frequent use of `Unwanted 72' has hazardous side effects. It does not say that emergency pills is the last option, after the other contraceptive methods failure. The message that "This is an emergency contraceptive pill and not a regular contraceptive" is not clear. There is no mention of side effects and it has misrepresented abortion.	October 2009 Chapter I.4. Cautionary message shown in the TVC is for a short period for the viewers to read the same, which is likely to mislead the consumers. ***TVC modified.***
38. #	Heinz India Ltd(*) (Complan Memory) TVC aired on various channels Promotion messages on the pack	Pack claims - "New Complan Memory helps in 4 signs of Brain Development". The quote mentions a scientific study done on "Complan" for 12 months.	(Complaint received in 9/2009) The wording of the text implies that the actual claim is based on a scientific study on `Complan Original' and a separate study for Complan Memory has not been conducted. The pack fails to give details of the reference of the scientific data.The age group of children in the said study is not mentioned on the pack.	October 2009 Chapter I.4. Pack and TVC is misleading as it projects benefits of Complan Memory which is being claimed based on a study done on Complan. ***Promotion messages on the pack, and the TVC modified.***
		Claim - "improvement in memory, concentration, intelligence and mathematical abilities"	Claim is exaggerated and literature review shows that claims of "Complan Memory" are refutable.The baseline nutrition comparison is not known in the study done for Complan. Hence, it is not clear what the improvement has been compared against.	
		Pack claims - "New	Claim implies that there are 5	

		Complan Memory has 23 vital nutrients in planned proportion along with 5 Brain Chargers".	brain chargers and 23 vital nutrients – taking the total actives to 28. Other references on the pack clearly point that the 5 brain chargers referred to are a subset of the 23 vital nutrients.	
39. $	Cipla Ltd (i-pill) TVC aired on various channels	TVC claims (in Hindi) – "Abortion se accha hai pregnancy ko rokna".	(Complaint received in 9/2009) TVC projects i-pill to be a regular contraceptive; whereas it is an emergency contraceptive. Frequent use of i-pill has hazardous side effects. It does not say that emergency pills is the last option, after the other contraceptive methods failure. The message that "This is an emergency contraceptive pill and not a regular contraceptive" is not clear. There is no mention of side effects and it has misrepresented abortion.	October 2009 Chapter I.4. In the absence of a "cautionary message", the TVC is misleading. ***Advertiser assured appropriate modification of the TVC.***
40. Suo motu	Telemax (Nazar Raksha Yantra) India TV(*) (9/2009)	TVC shows - "people getting affected by "evil eye" such as a child getting sick because a neighbour picks up the child and then rays of evil eye fall on the child. Claims - "'Nazar Raksha Yantra' when kept in a car avoids accidents, and kept in office improves business".	(Complaint registered in 9/2009) These claims made of warding of evil eye are unscientific and baseless. Nazar Raksha Yantra is clearly claiming to have miraculous and super natural quality which is impossible to scientifically prove.	November 2009 Chapters I.1 and I.5. Claims were not substantiated. Also, the claims appeared to be gross exaggerations which is likely to lead to grave or widespread disappointment in the minds of consumers. ***Advertiser had already stopped airing the commercial on receiving the complaint from ASCI.***

41.	Infomedia 18 Limited # Overdrive magazine (Aug 09 issue)	Advertorial has used a picture of a 'Range Rover' vehicle.	(Complaint received in 102009) Advertiser has tampered with the image of the vehicle and has inserted a grill which has the registered well-known trademark of Tatas, i.e. 'T in a circular device' without Tata's permission.	November 2009 Chapter IV.2 Advertorial using the picture of "Range Rover", took unfair advantage of the goodwill acquired by another advertiser's product. ***Media assured that such Advertorial will not appear again in future.***
	United Spirits Ltd(*) (Antiquity)	Strip Ad mentions - "Antiquity Music CDs"	Ad is illegal under the laws of the land as Ad of alcoholic drinks are banned.	Chapter III.6 Ad was a surrogate Ad for a liquor product – Antiquity. ***Ad withdrawn.***
42.	Hindustan Unilever Ltd(*) (Pepsodent Toothpaste) TVC aired on various channels	TVC shows - "Children shouting, ridiculing and teasing the users of other toothpastes as failed. A boy is shown consoling his friend explains to him that it is not him but his "toothpaste" which has actually failed. A child shouts "Mera toothpaste fail ho gaya".	(Complaint received in 10/2009) Calling other toothpastes as failed or failures clearly means and conveys to consumers that other toothpastes are not good standard and quality. This also makes the children believe that all other toothpastes have and will fail the test of required quality. The TVC is disparaging all other toothpastes. Ad misleadingly conveys to children that there will be no germs on their teeth if they use Pepsodent toothpaste even though they may continue to eat sweets. The advertiser is putting a qualifier stating "avoid excessive consumption of sweets", and on the other hand they themselves show a child sucking a highly concentrated sweet like lollypop. This clearly smacks of double standards being adapted by the advertiser. ***(One similar complaint received against the same TVC).***	November 2009 Chapter IV.1(e). Statement, "other toothpastes have failed", made in the advertisement unfairly denigrated other products in the same category. ***Advertiser assured appropriate modification of the TVC.***

43. # 	Punjab Jewellers (Umeed se 10 guna scheme) The Times of India(*) (Indore plus) (9/2009), Dainik Bhaskar(*), Indore (10/2009), Agnibaan, Indore (9/2009) Patrika Indore (10/2009), Patrika Bhopal (9/2009), Patrika Bhopal (10/2009), Dainik Bhaskar(*), Indore (9/2009)	Ad – offer of "a weekly jackpot prize of a 'Tata Nano car' to people purchasing jewelleries of certain amount from the advertiser and has used a picture of Tata Nano car".	(Complaint received in 10/2009) The picture has been used without Tata Motor's permission and despite their specific denial of permission and rejection of proposal of the advertiser. Such illegal and unauthorized depiction has been made with the dishonest and malafide intention of unduly representing to the public at large and misleading them into believing that the reputed brand "Tata Nano" is associated with the scheme.	November 2009 Chapter IV.2. Advertiser did not receive express approval from the Complainant to use its product in the Ad. Ad took unfair advantage of the goodwill acquired by another advertiser's product. ***On receiving the Complainant's letter objecting to the word "Nano", the Advertiser has removed the said word from their Ads.***
44. $	Tata Teleservices Ltd(*) (Tata Indicom Digital Clarity) Neo Sports(*) (10/2009)	TVC shows - "a fish gasping for breath out of water".	(Complaint received in 11/2009) TVC is using "a fish" without obtaining Registration/NOC from Animal Welfare Board of India. Any telecast using performing animals in an Ad film is illegal if done without registration under Performing Animals (Registration) Rules, 2001.	November 2009 Chapters II and III.4. Ad is in breach of the law, as the Advertiser has not obtained the NOC from AWBI. Also, the visual is likely to cause grave or widespread offence. ***Advertiser has already modified the commercial omitting the objectionable scene, before receiving the decision of the CCC.***

45. #	Wesley International Ltd (Supermax Ultimate 3 blade Innovation) Zee News(*) (10/2009)	Claim - "the ultimate three blade innovation with absolute control"	(Complaint received in 11/2009) Claim is false and baseless since the three blade innovation was introduced by Gillette Mach3 in the year 1998 in the USA and introduced in India in the year 2000. The words, "with absolute control" are misleading since it does not seem to be corroborated by any study from an independent agency or by any independently generated consumer data.	December 2009 Chapter I.1. Claims of "endless and smooth shaves" and "Zero irritation", were not substantiated. ***Ad suspended. Advertiser assured that these claims will not be used in their Ads and promotional material.***
		Claims - Supermax provides "endless shaves" "Zero irritation"	Claims are false since no shaving blade in the world can provide these benefits.	
		Claim - "Ultimate in shaving comfort"	Claim is false and misleading since Gillette Mach3 is proven to be the ultimate in shaving comfort. This claim is neither backed by any independent technical data nor by any independently generated consumer data.	
46.	Telemart Shopping Network P. Ltd (Saptarishi Sri Panchmukhi Hanuman Kavach) Bindass channel (8/2009)	Claims – "Saptarishi Sri Panchmukhi Hanuman Kavach has super natural qualities of providing energy and fending off all the health, wealth and wisdom problems of the wearer".	(Complaint received in 11/2009) Advertiser is cheating the common public by exploring their religious feelings and sentiments. Claims need to be substantiated.	December 2009 Chapters I.1 and I.5. Claim of the product "having supernatural qualities", was not substantiated. Claims appeared to be gross exaggerations which is likely to lead to grave or widespread disappointment in the minds of consumers. ***TVC withdrawn.***

47.	GlaxoSmithKline Consumer Healthcare Ltd(*) (Boost) TVC aired on various channels	Claim - "Boost provides three times more stamina than a ordinary chocolate drink". Claim stems from a randomized control study where school going children who consumed Boost performed three times more on the endurance test as compared to control groups.	(Complaint received in 11/2009) There is no specific and universal technique for stamina / endurance and thus quantifying that Boost can provide three times of a non-existent measure of stamina / endurance is misleading. Claim based on a randomized control group can only pass muster if it is a validated scientific study which has undergone rigorous independent peer review. If the same rigor has not been applied to this study, then the claim itself is questionable.	December 2009 CCC accepted the Advertiser's contention that it conducted a validated scientific study. This complaint was ***Not Upheld.*** ***Upheld.*** Chapter I.4. The scientific study submitted by the Advertiser, substantiated the claim. However, the study did not compare "Boost drinkers" to those with other "ordinary chocolate drinks", but with a placebo. Ad was misleading . ***TVC modified.***
48. Suo motu	Novartis India Ltd(*) (Otrivin Nasal Spray) Saatchi & Saatchi(*) Neo Cricket(*) (11/2009)	TVC shows - "a person going to office and missing out on catching the lift because blocked nose has slowed him down. He then takes Otrivin spray get his nose unblocked and reaches first in the lift. He stops the lift doors from closing with his foot".	(Complaint registered in 11/2009) Stopping lift doors from closing by putting a limb in between is a very dangerous practice. A person can get seriously injured if a faulty lift starts moving with person's limb stuck between the lift door.	December 2009 Chapter III.3 Visual showed a dangerous practice without justifiable reason. ***TVC modified.***
49. #	Bharti Telemedia Limited (Airtel Digital TV) TVC aired on various channels	Commercial aims to communicate that Airtel Digital TV's picture quality is superior than other service providers due to Airtel Digital TV's purported ,MPEG4 DVB-S2 Technology', and suggests that all other platforms (including digital or DTH platforms) have inferior picture quality.	(Complaint received in 11/2009) Claim is false. While MPEG4 is a video compression standard, DVB-S2 is a satellite transmission standard. Both these specifications have no relationship to video quality. Additionally, while the delivered video quality to viewers is dependent on certain specific technical factors such as allocated bandwidth, however	December 2009 Chapter I.4. Ad is misleading, as the viewer of the TVC is led to believe that Airtel Digital TV has superior picture quality because of MPEG4 or DVBS2. ***TVC modified.***

			in case of Digital platforms no perceptible difference can be noticed by normal viewing in absence of any sophisticated calibration equipment. Advertiser is seeking to disparage other digital platforms.	
50. #	Unicharm India Pvt Ltd (Mamy Poko Pants - Diapers) Dentsu Creative Impact Sony TV(*), Zoom(*) (11/2009)	Claim – Mamy Poko Pants is "Japan's No.1".	(Complaint received in 12/2009) Claim is false and misleading. The said variant of Mamy Poko diapers which is being sold in India is not actually sold in Japan. Thus the claim that the said variant is Japan's No.1 cannot be conceived of.	December 2009 Chapter I.4. The juxtapositioning of "Japan's No.1" with Mamy Poko Diapers will lead viewers to believe that Mamy Poko Diapers and not Unicharm is "Japan's No.1". Ad is misleading. ***TVC modified.***
		TVC shows – "a mother trying to put a diaper on her baby but is unable to do so since the same does not fit on the baby". Voice over claims that "only Mamy Poko pants can comfortably fit into the baby".	The said brand of diapers are disparaging all other brand of diapers in the market.	As the Advertiser has not mentioned that `only' Mamy Poko pants fit properly, there was no disparagement of competitor products. This complaint was ***Not Upheld.***
51.	Go Airlines (I) P. Ltd (Great Anniversary Offers) The Hindustan Times(*), Delhi edition (11/2009)	Claim - "Zero Flight Cancellations August, September and October".	(Complaint received in 11/2009) This claim is not true. Go Air Flight G8-311 from Delhi to Ahmedabad got cancelled on 30th October 09. Ad is giving false information to prospective customers.	December 2009 Chapters I.1 and I.4. Claim is false and misleading, as the month of October (when the flights were non operational) covered both the summer and winter schedule. ***Ad campaign concluded.***

52. $	Reliance Communications Ltd(*) (3 Simple Plans – you choose) Cartwheel Creative Consultancy The Times of India(*), MumbaiHindustan Times(*), Mumbai (11/2009)	Ad mentions three plans - 1) Pay per sec plan 2) Pay per min plan 3) Pay per call (3 mins) plan. These plans clearly indicate - No conditions No special vouchers No monthly charges.	(Complaint received in 11/2009) When the subscribers contacted the support number, they were informed that each aforesaid plan will attract fixed monthly charges viz: Rs.99 p.m., Rs.199 p.m., or Rs.299 p.m., as per the plan preferred by the subscriber. Ad is not truthful and is misleading the consumers.	December 2009 Chapter I.4. Claim, "No monthly charges", is misleading as most viewers will not be able to distinguish between monthly charges and monthly rentals. ***Advertiser assured appropriate modification of the Ad.***
53. suo motu	Eureka Forbes Ltd(*) (Aquaguard Total Sensa) Triton Comm(*) Colors(*), Star Plus(*), Zee Cinema(*) (7/2009)	Claims - "the world's most advanced technology in water purifier", "Aquaguard Total Sensa has E-boiling+ UV+ RO+ and SMP+, sweetness+ minerals+ and purity+".	(Complaint registered in 11/2009) Claims need to be substantiated with supporting technical information, comparative data, and with reports of tests/trials conducted from an independent recognised testing institution.	December 2009 Chapter I.1. In the absence of a clear technical submission with lab data, comparative data with other purifiers including clear scientific description of features referred to in the TVC, the claims were not substantiated. ***Subsequently the Advertiser provided technical data in substantiation of the claims.***
54.	Vodafone Essar Ltd(*) Colors(*) (12/2009)	TVC shows - "character zoozoo planning to commit suicide by hanging".	(Complaint received in 12/2009) Someone trying to hang himself in an Ad is not acceptable by society. Ad could be hazardous to young people. ***(Two similar complaints received against the same TVC)***	January 2010 Chapters III.2(b) and III.3. Visual shows a dangerous act which is likely to encourage minors to emulate such acts which could cause harm or injury. Ad manifests a disregard for safety and encourages negligence. ***TVC withdrawn.***

55. # 	Erudite Educational Centre Pvt Ltd (Get the Erudite Advantage) The Times of India(*), Kolkata edition (7/2009)	Claim - "3 out of 4 IIM Calls from Kolkata who have done a classroom training are from Erudite".	(Complaint received in 12/2009) This claim is unsupported / unsubstantiated by any independent source / data. It is not possible for any coaching institute to claim that in any specific geography (in this instance Kolkata), they have a certain % of students getting an IIM call from the total since none of the IIMs release any data relating to the locations / addresses of the students. Ad is misleading the consumers.	January 2010 Chapter I.1. Claim not substantiated. ***Ad discontinued.***
56.	Yum! Restaurants (India) Pvt Ltd (Masala Cheesy Bites) Ad displayed in the glass window of Pizza Hut outlet in Pune	Ad mentions - "Starting @ Rs.100/- only".	(Complaint received in 12/2009) Complainant entered the Pizza Hut outlet at Aundh, Pune, and asked for the Pizza shown in the Ad for a portion for Rs.100 as advertised. He was taken aback when the Manager and order taker at this outlet informed him that the Pizza shown in the Ad will cost Rs.365/-, and one gets a plain pizza without any toppings, and not as shown. Ad is misleading to attract customers.	January 2010 Chapter I.4. Visual depiction of a "Pizza", and the claim of "starting @ Rs.100/- only", mentioned therein is misleading. ***Advertiser assured appropriate modification of the promotional material***
57. # 	Hindustan Unilever Ltd(*) (Lifebuoy Soap) TVC aired on various channels	TVC shows – "absence of children / friends to play due to illness or fear of illness; children expressing sad mood for not finding any other children to play"	(Complaint received in 12/2009) Unilever has clearly copied Reckitt Benckiser's concept and copyright of their Dettol TVC aired in the year 2007. It is very clear from a close comparison that Lifebuoy TVC has plagiarized Dettol concept.	January 2010 ***Not Upheld.*** Brand idea/concept of the Advertiser's TVC was not similar to that of the Complainant's TVC, so as to suggest plagiarism.
		Claim - "100% protection from Swine Flu if Lifebuoy is used"	Claim is misleading and without any base. Lifebuoy may at best protect virus spread through surface by washing. However, this claim too is disputed as no substantiation report has been cited.	***Upheld.*** Chapter I.4. Claim, "100% protection from Swine Flu if Lifebuoy is used", despite the disclaimer "transmitted via human hands", is misleading by exaggeration.
		Claim – "Active 5"	It is not clear what is Active 5 and how this Active 5 in Lifebuoy product is effective against Swine Flu virus which claims to provide	

			100% protection from Swine Flu.	February 2010 Decision on Review requested by the Advertiser. ***Upheld decision stands.*** Since the earlier decision of the CCC was not made on technical grounds alone, but the claim was misleading by exaggeration despite the disclaimer, there was no case for a Review. ***TVC withdrawn.***
58. **$**	Ajanta Manufacturing Limited (Oreva Power Saver) Divya Bhaskar(*) (9/2009)	Claims - "Saves upto 30% on your electric bill", "First Time in India", "Eco Friendly", "Korean Technology".	(Complaint received in 11/2009) Claims need to be substantiated with supporting technical information, comparative data, and reports of tests/trials conducted from an independent recognised testing institution.	January 2010 Exparte (absence of comments from the Advertiser). Chapter I.1. Claims were not substantiated.
		Claim -"EQDC Certified"	Advertiser should provide a copy of the certificate from the EQDC that Oreva saves 30% on power bill.	***Subsequently, the Advertiser provided technical substantiation of the claims made in the Ad.***
59.	Dabur India Ltd(*) (Dabur Chyawan Junior) McCann Erickson(*) Colors(*) (11/2009)	Claim - "If children don't drink Dabur health drink they will remain dwarfs" ("Bachche tingu rahenge"). Visual – "a short boy being hit by a taller boy and called "tingu"	(Complaint received in 12/2009) Ad sends out an extremely negative message in a emotionally hurtful manner to short children. It is a well known fact that height is a genetic inheritance. Ad is very demeaning for impressionable minds of children.	February 2010 Chapter I.5(d). Visual is hurtful. Ad tends to create by implication, a perceived inadequacy of a physical attribute, in this case "the height of the person", which could be objectionable to minors and to a large number of youth in India.

				Advertiser assured appropriate modification of the TVC.
60.	Maruti Suzuki India Limited (Maruti Sx4) Lowe(*) HBO (12/2009)	TVC shows - "a man dangerously cutting a lady in her car from second lane to take left turn. The car is shown overtaking 2 cars fast, during this overtake the car is shown to go over lane dividing linesr	(Complaint received in 12/2009) TVC encourages reckless driving.	February 2010 Clause B of the Guidelines on Advertisements for Automotive Vehicles. Visual encourages unsafe and reckless driving which could harm the driver, passéngers or general public. ***TVC modified.***
61. \#	Marico Ltd(*) (Shanti Badam Amla Hair Oil) Sahara One(*) (12/2009) Print Ad, Packaging	TVC claims - "Shanti Amla makes hair 2 times stronger from the roots". Print Ad claims - "Shanti Badam Amla de 2 guna majboot baal". Packaging of the product claims - "Dugna Poshan" and "Twice as much nourishment over ordinary amla oil".	(Complaint received in 12/2009) These claims are exaggerated, clinically unproven and scientifically uncorroborated. The claims are oriented to mislead the consumers by unleashing propaganda that Shanti Badam Amla is superior to other hair oils in the market. These claims need to be substantiated. There are no details on the pack corroborating such misleading claims. The packaging indulges in generic disparagement of other amla hair oils.	February 2010 Chapter I.4. CCC considered the technical reports submitted by the Advertiser, and concluded that whilst the combing experiments do make a case that the number of falling / damaged hair reduces, the data on oil penetration and confocal microscopy do not quantify the double benefit claimed. Claims made in print Ad and in the TVC are misleading by ambiguity. ***Advertiser assured appropriate modification of the print Ad and TVC.***

62.	Tata AIG Life Insurance Company Ltd (Tata AIG Insurance) Radio City 91.1 FM (1/2010)	Voice over - "if you don't take Tata AIG Insurance, your son cannot become a successful person but a Coolie".	(Complaint received in 1/2010) No profession is bad especially Coolie without whom our luggage would never get on trains. Why demean the Coolie profession?	February 2010 Chapters II and III.1(b) Use of the word "Coolie" in the Ad is likely to cause grave and widespread offence, and also it derides a particular race/ caste. ***Ad withdrawn by the Advertiser on receiving the ASCI's request for comments on this complaint.***
63.	I. M. S (CAT Approach Program) The Times of India(*) (1/2010)	Claims - "A strategically designed modular program to take you to 100 percentile", ".... To take you to 75 percentile", ".... To take you to 95 percentile", ".... To take you to 100 percentile", "Trusted for success".	(Complaint received in 1/2010) These claims need to be substantiated with proof and supporting information.	February 2010 Chapter I.4. Claim, "to take you to the 100 percentile", is misleading by exaggeration. Advertiser subsequently produced the test results of 2 students who scored a 100 percentile. ***Advertiser assured appropriate modification of the Ad.***
64.	Mahindra Two Wheelers Ltd (Mahindra Flyte Power Scooter) Interface Comm(*) The Times of India(*) (1/2010)	Ad headline states - "3 idiots 2 wheels 1 smashing hit". Ad shows - "3 persons without wearing helmet on a 2 wheeler".	(Complaint received in 1/2010) They are not supposed to avoid helmet while riding a 2 wheeler and only two persons are allowed while riding. ***(Three similar complaints received against the same Ad).***	February 2010 Clause A of the Guidelines on Advertisements for Automotive Vehicles. Picture of "three persons on the scooter without wearing helmets", portrayed violation of Traffic Rules. ***Ad was a one-time release. Advertiser***

				assured that the said Ad will not be published in future.
65.	Abbott Healthcare Pvt Ltd(*) (PediaSure Complete) Disney XD(*) (11/2009)	TVC shows - "a child frowning at a basic Indian meal and then drinking PediaSure".	(Complaint received in 12/2009) TVC is encouraging children to be picky about food. It is incorrect to prompt children against something which the parents encourage. Can an Indian meal be replaced by a packaged product like PediaSure, and why should a child be shown frowning at food. ***(One similar complaint received against the same TVC)***	February 2010 Clause 2 of the Guidelines on the Advertising of Food & Beverages directed at Children under 13 years of Age." Unless a food product has been nutritionally designed as a meal replacement, it should not be portrayed as such". ***Subsequently, the Advertiser provided technical proof that PediaSure Complete has been indeed designed as a meal replacement, and also the sample survey reports of Indian Pediatricians.***
66. #	Kimberly-Clark Lever Ltd(*) (New Huggies Care diapers) Promotion message on the pack	Pack of New Huggies Care diapers M / containing 2 diapers the cost of which is Rs.18 (Rs.9/- is the cost of a single diaper). Pack of M / containing 5 diapers the cost of which is Rs.45. The pack containing 5 diapers claims "value pack".	(Complaint received in 1/2010) The claim of "value pack" on the pack is false and misleading since the advertiser has neither reduced the cost per diaper which remains at Rs.9/- per diaper nor have they provided any additional quantity of the diapers in the said pack. The said pack claim is most likely to mislead consumers who may buy the packing containing 5 diapers believing that the same is being offered at a discounted price or that it contains additional quantity, as compared to the pack containing 2 diapers.	February 2010 Chapter I.4. Claim of "Huggies Care being a value pack based on another product Huggies Dry Comfort", is misleading. ***Advertiser assured appropriate modification of the promotion message on the pack.***

67. #	Mirc Electronics Limited (Onida Mobile Phones) McCann-Erickson India(*) Zee Cinema(*) (12/2009)	TVC claims - "Best selling phone hain sir ... log phisaltae hain", "Dimag nahin hain to No kia".	(Complaint received in 1/2010) Onida TVC has made an unfair reference to Nokia by implication. The Ad aims at disparaging and denigrating Nokia's goodwill and trademark by its untrue claims that the phones manufactured by Nokia are such that people fall for them despite their not having as many features as the Onida mobiles do.Nokia phones have virtually all the features mentioned in the Onida TVC. The sound effect of the words "No Kia" is deliberate to suggest `Nokia' and thereby plagiarise the trademark "Nokia" and goodwill attached to it. ***(One similar complaint received against the same TVC).***	February 2010 Chapter IV.1(e). Ad unfairly denigrated the other product by implication and by name directly. ***TVC withdrawn.***
68. #	Kimberly-Clark Lever P. Ltd(*) (Huggies Dry Comfort Diapers) Bombay Times(*) (1/2010)	Claim - "88% parents have chosen Huggies Dry Comfort as the best diaper for their baby. So wish your baby a very Happy New Year with the No.1 diaper". The super mentions, "Huggies rated as the best diaper by parents. Basis survey among 135 individuals, 2009".	(Complaint received in 1/2010) The said claim is based on an internal survey which merely covers 135 individuals. Thus the claim cannot be said to be based on independent authentic data but is actually based on self generated data. Further the sample size for the survey viz., 135 individuals is too small to support a sweeping claim that Huggies is the best diaper or the No.1 diaper.Ad is false, misleading, and attempts to confer an artificial advantage upon Huggies by citing a non-independent source.	March 2010 Chapter I.4. Advertiser did not provide the parameters and methodology of the survey in support of the claim. Claim is misleading. ***Ad discontinued.***
69. #	Gillette India Limited(*) (Oral B Cross Action Pro-Health Toothbrush) ETV(*) Kannada (1/2010)	Claims - "Oral B Cross Action Pro-Health Toothbrush removes 99% of the plaque", and latter part of the TVC asks consumers to purchase 'Oral B Shiny Clean toothbrush' for only Rs.13/-.	(Complaint received in 1/2010) While highlighting the 99% plaque removal benefit of 'Oral B Cross Action Pro-Health toothbrush' priced at Rs.69 per toothbrush, the Advertiser is asking consumers to purchase 'Oral B Shiny Clean toothbrush' for only Rs.13/- per toothbrush. This gives the impression that Oral B Shiny Clean toothbrush also removes 99% of the plaque as claimed	March 2010 Chapters I.4 and I.5. The juxtapositioning of the 'Oral B Cross Action Pro Health toothbrush' and the lower price of 'Oral B Shiny clean toothbrush' would mislead viewers to believe that 'Oral B Shiny Clean' would

			for Oral B Cross Action Pro-Health toothbrush although admittedly Oral B Shiny Clean toothbrush is incapable of doing so. This claim is therefore grossly misleading consumers as highlighting the benefit of one toothbrush, the advertiser is asking consumers to buy another of its toothbrush.	deliver the benefit of 99% plaque removal. The TVC is misleading by implication and is likely to exploit the lack of experience of consumers and would lead to grave or widespread disappointment in the minds of the consumers. ***Advertiser assured appropriate modification of the TVC.***
70.	Reliance Communications Limited(*) (Reliance Netconnect Broadband) The Times of India(*), Kolkata (1/2010)	Claim - Reliance Netconnect Broadband+ is "India's fastest wireless Internet".	(Complaint received in 2/2010) This claim is misleading consumers without validation, and seems unethical in competition.	March 2010 Chapter I.1. Claim not substantiated with comparative data. ***Ad withdrawn.*** Advertiser has requested for a review of CCC decision which is under consideration

71. # 	Hindustan Unilever Limited(*) (Dove Shampoo) Hindustan Times(*) (1/2010)	Claim - "Dove is the No.1 shampoo in customer satisfaction in 2009". The said claim is qualified by a super, "According to detailed lab testing by Voice.org as published in Consumer Voice magazine in Dec 2009".	(Complaint received in 2/2010) A perusal of the parameters adopted by Voice.org reveals that the same do not contain anything related to customer satisfaction. The testing programme of Voice.org does not define the term Normal Shampoos though in the caption it states "Lab tests of 12 Brand of normal shampoos". There is no such category of shampoos by the said name and hence it is a self invented term of Voice.org which clearly attempts to mislead consumers by exploiting their lack of knowledge of categorization of shampoos. The testing programme of Voice.org is erroneous and blatantly wrong since it has not done a category wise testing of the shampoos viz anti-dandruff, anti hairfall, hair nourishing etc. It is not a scientific method of comparing a dandruff removing shampoo with an anti hairfall shampoo or with a conditioning shampoo.	March 2010 Chapter I.4. The data provided showed comparative performance of hair shampoos in terms of product cost and quality like cost, marking / labelling / net weight and volume, microbial tests etc. It did not show comparative data on parameters of customer satisfaction. Claim is misleading. ***Ad withdrawn.***

COMPLAINTS THAT WERE UPHELD BY THE CCC

From April 2009 to March 2010

Assurance of Compliance awaited from the Advertisers / Ad. Agencies.
Need to ensure that offending claims are not repeated.

Members – are advised to take due note, in the observance of Self-Regulation in Advertising

Sr. No.	Advertiser / Agency / Media	Claim / Description of Ad/ TVC	Complaint	ASCI Code/ CCC Decision
72. Suo motu	France Vita Natura Pvt Ltd (Bromeline Tablets) Filmfare (2/2009 issue)	Claims - "... a very new concentrated revolutionary formula of bromeline (extracts of pineapple) so effective that it makes loose weight, even if you eat all the day, even if you weigh 5 or 50 kgs more", "... a formula so powerful that even if nothing up to now made you loose weight, even if you were fat since childhood or even if your case seems to you special and desperate, you will loose weight", "... the results are so fast that already after 24 hours, you can loose upto 300 grams every 6 hours", "... the new formula of bromeline contained in the tablets dissolves 900 times its weight of fat".	(Complaint registered in 4/2009) Claims need to be substantiated with supporting clinical information, and with details of reports of clinical tests/trials conducted.	June 2009 Exparte (absence of comments from the Advertiser). Chapters I.1 and I.4. Claims were false and misleading by exaggeration.
73. $	Shakti Bhog Foods Ltd (Shakti Bhog Atta) Aaj Tak(*) (4/2009) Times of India(*) (4/2009)	TVC claim - "Apne desh ka number one atta" Press Ad claim - "Superior Quality – India's No.1"	(Complaint received in 4/2009) Claims need to be substantiated with comparative data from research conducted by recognised independent agency.	June 2009 Chapter I.1. Exparte (absence of comments from the Advertiser). Claim not substantiated.

74. $	Spaceage Multiproducts (P) Ltd (Morning Walker) Times of India (*) (4/2009) Ad on website	Press Ad claims - "World's 1st Morning Walker with remote control", "More than 1,00,000 satisfied families trust only Morning Walker", "Only Morning Walker gives you the health benefit of walking 10,000 steps in just 15 minutes of use", "It is an useful aid that helps in fighting life crippling diseases like obesity, diabetes, joint pain and cardiac ailments to name a few", "Fight: stress, cardiac ailments, diabetes, arthritis, spondylosis, blood pressure, obesity", "medically endorsed", "No harmful side effects". Website claims - "Using Morning Walker for 15 minutes is equal to 10,000 steps of brisk walk and 8 km in terms of oxygen benefit", "Relieves from various diseases/ailments", "Endorsed by Indian Medical Association (IMA); Verified by reputed organizations viz. National Institute of Orthopaedically Handicapped (NIOH); tried on over 4000 patients by All India Institute of Medical Sciences (AIIMS), Delhi, who have got benefits using it".	(Complaint received in 4/2009) Claims need to be substantiated with independent research data. The claims regarding medical endorsement, verification, certification, etc, need to be substantiated with authentic certificate from concerned institutions.	June 2009 Exparte (absence of comments from the Advertiser). Chapters I.1 and I.4. Advertiser did not provide independent research data, and authentic certification from the concerned institutions (IMA, NIOH, AIIMS). Claims were false and misleading.

75. #	Krish Refineries Ltd (Krish Kachighani Oil) India TV(*)	Baseline - "Kyunki Maa Sab Jaanti Hai".	(Complaint received in 5/2009) This is a copy of the "Fortune Kachighani" baseline which is identical. Fortune commercial with this baseline has been released all India since 2003.	June 2009 Chapter IV.3. Baseline was identical to the baseline used in the Complainant's TVC.
76.	Touchstone (IELTS) The Tribune Classifieds (4/2009)	Claim - "Students have achieved 9 bands in the IELTS examination".	(Complaint received in 5/2009) Claim needs to be substantiated.	July 2009 Exparte (absence of comments from the advertiser). Chapters I.1 and I.4. Claim not substantiated. As the Institute has not shown students having an overall score of 9 bands in the IELTS examination, the Ad was misleading.
77.	Grey Matters (IELTS – 50% discount) The Tribune Classifieds (4/2009)	Claims - offer of "50% discount", and "Students have achieved 9 bands in the IELTS examination".	(Complaint received in 5/2009) Claims need to be substantiated.	July 2009 Exparte (absence of comments from the Advertiser). Chapters I.1 and I.4. Claims were not substantiated. As the Institute has not shown students having an overall score of 9 bands in the IELTS examination, the Ad was misleading.

78 $	Panasonic India Pvt Ltd (Econ Dust Buster Air Conditioners) Gujarat Samachar (4/2009), The Hindu(*) (3/2009)	Claims - "The only AC that captures more than 99 percent dust particles and germs", "Panasonic Dustbuster's unique Patrol Sensor detects dust and releases three tillion e-ions to negatively charge the dust particles", "The positively charged e-ion filter attracts the dust and germs to clear the air, in the most eco-friendly way".	(Complaint received in 4/2009) Claims need to be substantiated with independent research data.	July 2009 Exparte (absence of comments from the Advertiser). Chapter I.1. Claims not substantiated.
79. $	Soumen's Workout The Telegraph t2 (5/2009)	Claim - "Reduce 2 inches in 4 days".	(Complaint received in 5/2009) On extensive enquiry, the Complainant found out that when the measurement is taken, the advertiser refers to a combined 2 inch loss, and not 2 inches from a particular area. Meaning, about quarter to half inch loss from 5 to 6 different places. This, according to them, totals to about 2 inches. Claim is false and misleading.	August 2009 Exparte (absence of comments from the Advertiser). Chapter I.1. Claim not substantiated.
80. $	Soumen's Workout The Telegraph (5/2009)	Claims - "70,000 satisfied clients throughout India", "An ISO 9001:2008 Co", "Our own 30 air conditioned centers".	(Complaint received in 9/2009) Advertiser should provide proof in substantiation of these claims.	October 2009 Exparte (absence of comments from the Advertiser). Chapter I.1. Claims not substantiated.

81. $	France Vita Natura Pvt Ltd (Bromeline Tablets) Sandesh (8/2009)	Ad (in Gujarati), as translated in English, claims - "No side effects", "Tablets of pineapple juice reduces unwanted fat", "Scientists have proved that Bromeline is 900 times beneficial in reducing the weight of fat "This formula is effective only in tablets", "One tablet of Bromeline is equal to the juice from 10 pineapples", "One tablet of Bromeline reduces 90 percent of calories from diet", "Revolutionary Formula".	(Complaint received in 9/2009) Claims need to be substantiated with proof, supporting clinical information with details of clinical tests/trials reports from an independent recognised testing institution.	October 2009 Exparte (absence of comments from the Advertiser). Chapter I.1. Claims not substantiated.
82. #	Career Launcher (India) Ltd (Sign in to CAT 2010) The Times of India(*), New Delhi (8/2009)	Claim - "India's first & only online-prep player".	(Complaint received in 8/2009) Complainant has been offering online tests to their students for competitive exams like BITSAT and CAT for quite some time. Online BITSAT is offered by them since 2007. Hence the claim is false and misleading. Claim needs to be substantiated with comparative data conducted by an independent research institute.	November 2009 Chapter I.1. Claim not substantiated.

83. #	Career Launcher India Ltd. (Online CAT's One & Only Choice) The Times of India(*), New Delhi (8/2009)	Claims - "Prompt Test Result and analysis"	(Complaint received in 9/2009) It makes a false and defamatory claim that the complainant does not give test analysis even in 20 days. The complainant's online mock CAT results have been declared within 48 hours after the test has ended for each and every online test.	November 2009 Chapter IV.1(e). Ad unfairly denigrated the Complainant's product.
		"Cat'09 Percentile Predictor"	Advertiser claims that the complainant doesn't have CAT 09 percentile predictor. The complainant's all India mock CAT tests have been taken by more than 45,000 students and percentile rank obtained by them is the best predictor of CAT 09 percentile.	
		"Server Problems"	Advertiser claims "it's out of question at CL" and "frequent" for the complainant without any evidence whatsoever.	
		"Identical Questions in different papers"	It is a blatant lie that the student can expect identical questions in different complainant's all India mock CATs.	
		"Hardware"	It is a blatant lie that the complainant computers are antiques. The complainant has brand new computers with LCD monitors at its computer labs in Delhi. The complainant like the Advertiser also makes use of outside computer labs including one where online CAT will also be conducted Comparisons made in the Ad are misleading, unsubstantiated, and unfairly denigrates the complainant's product directly.	

84.	Blizz Biomed Systems (Blizz FIR Clothing) $ Femina(*) (July 09 issue)	Claims - "Innovative, proven therapy", "Relief from pain, increased energy levels and more", "The fiber used in Blizz FIR clothing emits light with wavelengths between 8 and 15 microns at a 94% effective rate", "Improves micro blood circulation", "Increases the delivery of oxygen and nutrients in the blood cell to the body's soft tissue areas", "Enhances white blood cell function", "Removes accumulated toxins by improving lymph circulation", "Promote regeneration and fast healing", "Increase metabolism between blood and tissue", "Stimulate the hypothalamus".	(Complaint received in 10/2009) These claims need to be substantiated with proof, supporting technical information, comparative data, and details of tests/trials reports from an independent recognised testing institution. Also, the Advertiser needs to provide data on short and long term safety of the product.	November 2009 Chapter I.1. Claims not substantiated for the human applications mentioned.
85.	Quick Telemall Marketing Pvt Ltd(Rashi Ratan Topaz Ring) Sony TV(*) (10/2009)	Claim - "If Sagittarians wear Rashi Ratan Topaz Ring, it can assure male child".	(Complaint received in 10/2009) This is discrimination against female child. How can children be assured by wearing this ring.	November 2009 Exparte (absence of comments from the Advertiser). Chapters I.1 and I.5. Claim not substantiated. Also, the claim appears to be a gross exaggeration which is likely to lead to grave or widespread disappointment in the minds of the consumers.

86.	Swastik Sales Corporation(Milcent	Ad (in Gujarati), as translated in English, claims - "Now with 40 percent power savings", "On an average 10 kg nicely ground flour".	(Complaint received in 10/2009) These claims need to be substantiated with proof, supporting technical information with details of tests/trials reports from an independent recognised testing institution.	December 2009 Chapter I.1. Claim, "40% power savings", was not substantiated.
$	Quicky Ultra) Sandesh (8/2009)			

87.	Max Hospital	Claim - "The clinical services are supported with the most advanced inhouse diagnostic services supported by 24-hour emergency response and management system".	(Complaint received in 12/2009) Advertiser needs to provide - a detailed list of the equipments it has and its functions describing its utility in an emergency, - a detailed description of the management system that is effected during an emergency.	February 2010 Exparte (absence of comments from the Advertiser). Chapter I.1. Claims not substantiated.
$	Ad on company's website	Claim – "An ISO 9001-2000 and 14001-2004 accredited .....".	Advertiser needs to substantiate its claim with certificate from recognised institutions, and to provide clarification whether it is accredited by or certified to be an ISO organization.	
		Claim – ".... Is ideally located ... opposite Subhash Place Metro station ..."	Advertiser should explain how a location opposite a crowded metro station and on a congested one way road be considered ideal for an hospital, especially in an emergency situation.	

COMPLAINTS THAT WERE NOT UPHELD BY THE CONSUMER COMPLAINTS COUNCIL (CCC)

From April 2009 to March 2010

Sr. No.	Advertiser / Agency / Media	Claim / Description of Ad/ TVC	Complaint	Comment / CCC Decision
1. #	Colgate Palmolive (India) Ltd(*) (Colgate Super Flexible Toothbrush) Rediffusion DY&R(*) NDTV Imagine(*), Sahara One(*), Star Plus(*), Zee TV(*) (7/2008)	TVC shows - "models posing as Dentists, recommending the use of `Colgate Toothbrush'. Claim - "Colgate – the number 1 brand recommended by Dentists". Super refers to Dentists Tracking Study – TNS 2006.	(Complaint received in 2/2009) There is no super or explanation in the TVC which clarifies that the models are not real dentists but are for representational purposes only. Claims in the TVC distort facts and mislead the consumers by means of implications to the effect that many dentists personally use and recommend using Colgate Toothbrushes. The basic source supporting the claims viz "Dentists Tracking Study TNS 2006" is outdated and stale. The data for the year 2006 cannot be used to raise claims three years later viz in 2009.	April 2009 Claim not misleading. Referring to the visuals showing "models posing as Dentists", the CCC noted the Indian Dental Association (IDA) response that the use of a professional model does not contravene their Code of ethics. ***Advertiser assured that the `super' supporting the said claim is being modified appropriately.***
2.	Perfetti Van Melle India P. Ltd(*) (Alpenliebe Chocolate) McCann-Erickson(*) ETC channel (1/2009)	TVC shows - "a crocodile at home and in public places".	(Complaint received in 2/2009) TVC is misleading as Crocodile is a dangerous wild animal which cannot be shown at home or in public places. How can the advertiser use such animal to promote a kids brand.	April 2009 Use of an obvious computer generated image of a Crocodile shown in the TVC, was not likely to cause grave or widespread offence.

Intra-Industry Complaints * ASCI Member $ Complaint received from Consumer Representational Organisation

3. Suo motu	Lufthansa German Airlines McCann Erickson(*) Outlook Business(*) (11/2008 issue)	Claim - Lufthansa is "The No.1 European airline in India".	(Complaint registered in 1/2009) No authentic source of information has been published in the Ad for establishing the claim of it being the number one European airline in India. Advertiser needs to substantiate this claim with validated industry/ market data from an independent recognised audit/ research institution.	April 2009 Claim substantiated.
4.	Bajaj Auto Ltd(*) (Bajaj DTsi 135 cc) O & M(*) Star Gold(*) (2/2009)	TVC shows - "two girls fighting heavily to get a chance to be the pillion rider for Bajaj Motor cycle".	(Complaint received in 2/2009) Ad would definitely prompt youth to indulge in violence to meet their needs. ***(One similar complaint received against the same TVC)***	April 2009 TVC not likely to prompt youth/ encourage minors to emulate such acts in a manner which could cause harm or injury.
5.	Philip Morris Services India S.A. (Marlboro Clove Mix) Danglers, tent cards, poster Ad	Ads show photograph of "cloves."	(Complaint received in 3/2009) Advertising is completely misleading and contrary to various provisions of the Cigarettes & Other Tobacco Products Act, 2003 (COTPA, 2003). Under GSR 137 (dated 25.02.04) i.e. Cigarettes & Other Tobacco Products Rules, 2004 the advertising under Rule 4(3) allows only brand name or picture of the product and no other printed messages or pictures. Given this mandate both the packaging as well as the advertisements have transgressed this aspect of the law.Cloves have many beneficial health benefits, and are useful for dental care and oral hygiene. It is a clear violation to show something which is connected with health to be used as a medium of Ad for a product so pernicious and dangerous as cigarettes.	April 2009 Depiction of 'cloves' in the Ads (POP display) is not misleading and does not appear to contravene Cigarettes & Other Tobacco Products Act, 2003.

6.	Interglobe Aviation Limited (IndiGo Airlines) Wieden & Kennedy Hoarding put up in Kolkata	Ad says - "Sleep with your wife" – with same day return flights....."	(Complaint received in 3/2009) This will give a wrong message to the younger generation in particular and the public at large. This slogan is highly objectionable when read separately and can mean otherwise.	April 2009 The phrase is not objectionable, and the Ad not likely to cause grave or widespread offence.
7.	Rupa & Co (Rupa Frontline Underwear) Finer Dimension Pvt Ltd Star News(*), Aaj Tak(*) (3/2009)	TVC shows – "A man prepares to leave his office for home to have sex with his partner".	(Complaint received in 3/2009) Ad is vulgar.	April 2009 Ad is not likely to cause grave or widespread offence.
8.	State Bank of India (SBI Home Loans) Mode Advertising & Marketing The Financial Express(*) (2/2009)	Ad headline states - "A home Loan is no more a burden". Ad copy claims - "SBI Home Loans at 8% p.a. (Fixed rate for 1 year)".	(Complaint received in 3/2009) Ad does mention that the rate is fixed for 1 year, it does not say the rate applicable in future. Their website shows that there are several conditions to the plan, which SBI can withdraw at any point of time, which will make their interest go even higher.Moreover, nowhere in the Ad SBI mentions that this is only a limited period offer. The Ad does not even specify if the offer will be valid to all sanctioned loan till the offer date or does one have to collect the entire loan amount before the specified date.	April 2009 Ad is not misleading, as the relevant details are clearly mentioned in the Ad
9. Suo motu	Hindustan Unilever Limited(*) (Dove Cream beauty bathing bar – face test) Filmfare(*) (1/2009 issue)	Ad states - "Dove is better than soap. Wash one side of your face with soap. Use Dove on the other. Feel the moisturizing, softer, smoother Dove difference. You'll never wash with soap again".	(Complaint registered in 4/2009) Claims needs to be substantiated with supporting clinical information and with tests/trials reports from an independent recognised testing institution.	May 2009 Claim, "Dove is better than soap", substantiated.

10. $	Kellogg India Pvt Ltd(*) (Kellogg's Chocos Rs.10 pack) J. Walter Thompson(*) Zee TV(*) (12/2008)	Claim - "Poshan se bhara". Claim - "Bada pack sirf Rs.10"	(Complaint received in 4/2009) The tests conducted by the Complainant showed Kellogg's Chocos had 32.8 gm of sugar per 100 gm. As per the European Regulation on Health Nutritional Claims (ERHNC) sugar content more than 12.5 gm per 100 gm is considered to be high. Cereals loaded with sugar cannot be called healthy. This claim needs to be substantiated. Claim needs to be substantiated by comparing the net weight of the earlier pack and the new one.	May 2009 Claims were substantiated.
11. $	Kellogg India Pvt Ltd(*) (Kellogg's Special K) J. Walter Thompson(*) Zee TV(*) (12/2008)	Claims - "98% Fat Free", "2 bowls, 2 meals, 2 weeks can make one loose upto 2.5 kgs of weight"	(Complaint received in 4/2009) Claims need to be substantiated with comparative data from research conducted by a recognised independent agency.	May 2009 Claims were substantiated.
12.	Perfetti Van Melle India P. Ltd(*) (Protex Happydent Sugar Free Gum) Promotion message on the pack	Claim - "Helps reduce risk of tooth decay".	(Complaint received in 4/2009) Without a qualifying statement, the claim is absolute and implies that the product benefits oral health. Claim is misleading and needs to be substantiated.	May 2009 CCC considered the letter from the Food and Drug Administration (FDA), Maharashtra, advising the Advertiser for modification of the claim, and the report by Indian Dental Association (IDA) supporting the product claim. Promotion claim, "Contains Xylitol which helps reduce the risk of tooth decay", was not false and misleading.

13.	Maruti Suzuki India Ltd (Maruti Swift Dzire) Lintas India(*) NDTV 24x7(*) (4/2009)	TVC says - "a girl child will be called pretty if her father owns a big car".	(Complaint received in 4/2009) It is misleading to make a child think that his/her popularity will improve if her father buys a bigger car. Ad blatantly exploits a child to sell an automobile, and links the child's self esteem to the car her father owns.	May 2009 TVC was not likely to cause grave or widespread offence.
14.	Maruti Suzuki India Ltd (Maruti Swift Dzire) Lintas India(*) TVC aired on verious channels (4/2009)	TVC shows - "a small girl is seated with her father in a new car in front and rear without a seatbelt".	(Complaint received in 4/2009) Advertiser has a moral responsibility to educate consumers not encourage wrong practices.	May 2009 CCC observed that the child as well as the father were wearing seatbelts whilst sitting on the front seats of the car. TVC neither contravened the Guidelines on Advertisements for Automotive Vehicles nor did it portray any violation of the Traffic Rules.
15.	Heinz India P. Ltd(*) (Glucon D) Set Max(*) (4/2009)	TVC shows - "children playing cricket. Gradually their energy levels deteriorate due to the scorching heat of the Sun. The sun sucks the energy of the children through a straw. Glucon D compensates for the loss of Energy (instant energizer)".	(Complaint received in 5/2009) Sun is a major source of Energy and is deemed vital for the life on earth. Sun is animated as a negative force that sucks vital energy and this will send wrong signals to children.	May 2009 Sun was not portrayed as a negative force and the Ad was not likely to cause grave or widespread offence.

16. #	Johnson & Johnson Limited(*) (Johnson's Baby Prickly Heat Powder) Eenadu TV(*), Gemini, Sun TV (4/2009)	TVC shows - a blue pack having the size, shape and color that clearly resembles the "Nycil" prickly heat powder pack. Claim – "ordinary prickly heat powders are not good for the sensitive skin of babies"	(Complaint received in 5/2009) This is a clear attempt to disparage Nycil, by misleading the consumer into believing that Nycil is an ordinary prickly heat powder and hence not suitable for babies sensitive skin.	May 2009 The unmarked `blue pack' shown in the TVC could not be attributed to any particular brand and hence does not denigrate the Complainant's brand.
17. #	Castrol India Ltd(*) (Castrol Lubricants) O & M(*) Star One (2/2009)	TVC shows - "Vehicle owners putting lubricants in their vehicles. These vehicles are portrayed as protesting when oil is poured from unbranded containers".	(Complaint received in 4/2009) One of the containers being used for pouring engine oil into the truck is very much similar to the design of Indian Oil Servo brand Lube container. The Servo container can be easily identified with its unique design of having the opening on the handle side. The colour and design of the container is exactly that of `Servo'. The Ad is misleading the customers and clearly targeted at maligning the image of Servo brand.	June 2009 The `unmarked' container shown in the TVC could not be attributed to any particular brand and hence does not denigrate the Complainant's brand.
18.	McNroe Chemicals P. Ltd(*) (Wild Stone Deodorant) TVC aired on verious channels	TVC shows - "a young lady being attracted to her brother-in-law, whose masculine charms have apparently been enhanced by the use of the said product, and with whom she pretends to be physically injured due to an ankle sprain in order to gain physical proximity. The climactic scene displays the man lifting the lady to help her alight the stairs".	(Complaint received in 5/2009) Ad is highly offensive to the moral sense of the average Indian viewer as it seems to sanction and glorify illicit bonding bordering on incest and unethical proximity between two related people. The picturization and tone of the Ad border on vulgarity and it is an embarrassment to watch with other family members.	June 2009 TVC did not contain anything which in the light of generally prevailing standards of decency was likely to cause grave or widespread offence.

19. #	Gujarat Co-operative Milk Marketing Federation Ltd(*) (Amul Butter) TVC aired on verious channels	Amul TVC uses a slogan "Khane mein kya hai"?	(Complaint received in 5/2009) The tonality and the manner in which it has been spoken in the commercial is same as that of Nutralite TVC.	June 2009 Advertiser's TVC was a spoof of an Ad which claimed that their product was better than butter, and did not denigrate the Complainant's TVC.
		Setting of the commercial and the dialogue	Is exactly the same as the Nutralite commercial.	
		Pack design shown in the Amul TVC	Resembles the pack of Nutralite (the yellow white blue color combination with Nutralite's golden flag) and is shown in a very derogatory manner.	
		Amul commercial uses words – synthetic emulsifiers, synthetic stabilizers, BHA chemicals, preservatives, cheap oil and synthetic taste.	As if they are ingredients of Nutralite, which is totally baseless.	
20. $	Videocon Industries Limited (Videocon LCD) The Times of India(*) (3/2009)	Claim - "Innovations that transfer you to a whole new place – a greener earth"	(Complaint received in 4/2009) Claim needs to be substantiated with comparative data from research conducted by recognised independent agency.	July 2009 Claims were substantiated.
		Claim - "Eco Logic for a sustainable life".	Advertiser should explain the term "eco logic" in general and in specific to its product Videocon Haute, and explain the criteria it has set to claim the product eco logic.	
		Claim - "Eco Logic"	Advertiser should provide the data on the acceptance of its symbol by any independent agency.	
21. #	Britannia Industries Ltd(*) (Britannia Tiger Biscuits) Zee TV(*) (4/2009)	TVC shows - a pack which clearly resembles 'Parle G' pack, and claims "Parle G to be an ordinary Glucose biscuit compared to Tiger biscuit".	(Complaint received in 6/2009) This is an incorrect claim and unfairly denigrating Parle G.	July 2009 The "unmarked pack" shown in the TVC could not be attributed to any particular brand and hence does not denigrate the Complainant's brand.

22	Eureka Forbes Ltd(*) (Aquasure Water Purifier) Triton Comm(*) Colors channel(*) (5/2009)	Claim - Aquasure water purifier "makes water as safe as boiled water".	(Complaint received in 5/2009) Claim needs to be substantiated.	July 2009 Complaint was not valid.
23. #	CavinKare Pvt Ltd (Meera Coconut Oil) Sun TV (6/2009) Gemini TV (7/2009)	Udaya TV TVC shows - "a girl throwing away a blue coloured coconut oil bottle. In the process of throwing away, the bottle has been shown to have been disfigured and is attempted to be shown in bad light. However, her mother stops her from throwing away the same allegedly to benefit from the consumer promotional offer being offered with Meera coconut oil".	(Complaint received in 7/2009) The manner in which the empty bottle is crushed and thrown away is clearly with the intent of disparaging the product – Parachute coconut oil. The contours of the coconut oil bottle shown in the Ad are identical to the contours of Parachute coconut oil bottle.	July 2009 The "unmarked blue pack" shown in the TVC could not be attributed to any particular brand and hence does not denigrate the Complainant's brand.
24.	Hindustan Unilever Ltd(*) (Pureit Water Purifier) Ad – Leaflet ETV(*) (3/2009)	Claim - Pureit "makes water as safe as boiled water".	(Complaint received in 4/2009) Claim needs to be substantiated.	August 2009 Under stated/ recommended tested conditions, the unit is safe to use. ***TVC discontinued.***
25. #	NIIT Ltd(*) (Infrastructure Management Services) Promotional Booklet	A comparison is made between the courses offered by NIIT, IIHT and Jetking.	(Complaint received in 7/2009) The content of the Jetking JCHNP course is misleading. It just mentions – Basic Electronics, A+, N+, MS Windows 2003, MCSA, RHCE, CCNA. In reality, the JCHNP course has been offering MS Windows Server 2008, Vista and MS Office 2007. Moreover they offer MCTS and not MCSA as mentioned in the certifications. The comparison discredits Jetking course vis-à-vis	August 2009 Comparisons made in the NIIT booklet are true to the extent represented. ***Advertiser expressed willingness to make changes in the next print order if Jetking provides them with their***

			that of NIIT by providing misleading information.	***new course bulletin indicating new course offerings.***
26.	Hindustan Unilever Ltd(*) (Lifebuoy Soap) Sony Max(*), Zee News(*), NDTV India(*), Star Plus(*) (5/2009)	Ad talks of "Healthy Hoga Hindustan". Ad is purportedly based upon a test conducted on 2000 families residing in two separate buildings. The test is conducted over a period of one year. Claims – "upto 40% lesser children fall ill in households using Lifebuoy as compared to households using other soaps", "Use of Lifebuoy soap 5 times daily causes 40% less absenteeism".	(Complaint received in 6/2009) Claims are misleading. It is not clear and incomprehensible how replacement of soap currently being used by families in India with ordinary toilet soap like Lifebuoy can cause such a change, and will make the whole country healthy.	<u>September 2009</u> CCC considered the Human Volunteer study (HVS) provided by the Advertiser. TVC promotes hygiene through hand washing with soap. Claims are not misleading.
27.	Cadila Health Care Ltd(*) (Sugar Free D'Lite) Business India(*) (5/2009 issue)	Product pack claims, "Lite `n' Healthy".	(Complaint received in 7/2009) Advertiser must substantiate the "healthy" claim. The product is entirely synthetic but contains aspartame "not recommended for children" and certain challenged individuals. Hence the drink does not actively benefit the consumer's health.The product cannot qualify as a food beverage cum health drink just because it is said to contain certain electrolytes which are plain mineral salts. In short, it is flavoured / coloured mineral water.	<u>September 2009</u> Claim was substantiated.

28. Suo motu	Britannia Industries Ltd(*) (Britannia Tiger Biscuits) Sony Max(*) (6/2009)	Claim - "Iron khilana hai toh tastywala khilao".	(Complaint registered in 7/2009) This communication is directing to the mother community and the execution has clearly been demonstrated that Tiger biscuit is a better option than spinach, which attempts to undermine natural products. Claim appears to be misleading as it does not quantify the iron content in a biscuit in comparison to spinach quantity.	September 2009 The quantity of iron in a 58 gm pack of Tiger biscuit was equivalent to the quantity of iron in 350g of spinach, was proved and hence not misleading.
29. #	Adani Wilmar Ltd (Fortune Refined Cooking Oil) NDTV Imagine(*) (5/2009), Sony TV(*) (6/2009), Star Plus(*) (6/2009)	TVC (in Hindi) claims - "Fortune oil itna light itna tasty, ki dil kare Ab bas toot pado".	(Complaint received in 7/2009) Advertiser has copied and imitated Hindustan Unilever Ad slogan "toot pado" which is used as the sign off line in the Ad of "Kissan Ketchup".	September 2009 The phrase "toot pado" was used in different contexts by the Advertiser and the Complainant. Hence there was no plagiarism through the use of the generic term "toot pado".
30.	Goldwin Healthcare Pvt Ltd (Cloud 9 Energy Drink) Hoarding put up at Hyderabad	Caption - "Drink & Drive"	(Complaint received in 8/2009) The caption is misleading as people may construe that they can drink alcohol and drive.	September 2009 Exparte (absence of comments from the Advertiser). Caption along with the picture of the pack of `Cloud 9 energy drink. is not misleading.
31.	Faber Heatkraft Industries Ltd (Faber) National Geographic channel (6/2009)	TVC shows - "a Priest asking a man "Sandra ko lifetime ka guarantee dega?", to which the man replies "Aaj kal kaun deta lifetime ka guarantee". This is followed by the bride slapping the bridegroom, for his attitude".	(Complaint received in 9/2009) TVC portrays the Christian community in a very sad light and makes a mockery of their faith. The very tone of the commercial goes on to suggest that marriage has no guarantee and thus glorifying the sorry state of marriages.	September 2009 Ad was humorous and was not likely to cause grave or widespread offence.

32. #	Reckitt Benckiser (India) Ltd(*) (Dettol Antiseptic – Attendance Award, Performance Bonus, Medical Expenses) Cartoon Network Star Plus(*)	TVCs show - (1) Using Dettol regularly will ensure that your child attains a better attendance record at school. (2) Using Dettol regularly will ensure your husband is more appreciated at work/the office. (3) Using Dettol regularly will ensure that your family reduces expenses on medical bills and medicines. Claim - "Families that use Dettol regularly fall ill less often".	(Complaint received in 7/2009) Claims are completely unsubstantiated and otherwise untenable being without any scientific basis. There is no qualifier and/or reference to any clinical study being conducted. There is no explanation as to how the claim of 100% attendance or attendance leading to performance bonus can be achieved by using Dettol product. The claim of having less illness and consequent less medical bills needs to be substantiated.	<u>October 2009</u> CCC considered the studies conducted by the Advertiser, in respect of the claims made in the TVCs. Claims are not misleading. As more than one study was provided as proof, the CCC recommended that the Advertiser should quote at least one study as a super in the TVCs.
33.	Bajaj Auto Ltd(*) (Bajaj Pulser DTS 220) TV-9 (8/2009)	TVC shows - "a thief entering a Bank, the lady at the cash counter puts all the money into his bag. He walks away with the bag loaded with cash. The police are shown with a poster of this thief searching for him. The thief sits on his Bajaj Pulser DTS 220 and he escapes".	(Complaint received in 9/2009) This commercial is encouraging theft by using Bajaj Pulser.	<u>October 2009</u> The creative dramatization of a fictional situation as shown in the TVC, is not likely to cause grave or widespread offence.
34. #	Eureka Forbes Ltd(*) (Aquaguard Total Sensa) Colors(*), Star Plus(*), Zee Cinema(*) (7/2009) DNA(*) (8/2009)	TVC and print Ad claims a "Money Back" offer. "If you find a more advanced purifier than Aquaguard Total Sensa, Get your money back".	(Complaint received in 9/2009) This communication is false and misleading the viewers, as the TVC and print Ad fails to provide any information with reference to how an individual / corporate should apply for the "money back" offer, details of the terms and conditions, validity period of the "money back" offer, or any other details pertaining to the money back offer.	<u>October 2009</u> The contact details of the Advertiser are mentioned in the TVC for the customers to communicate with them to avail their money back offer if required. Offer is not false and misleading. <u>Suo motu complaint</u> Advertiser needs to substantiate the claims, "the world's

				most advanced technology in water purifier ", "Aquaguard Total Sensa has E-boiling+ UV+ RO+ and SMP+, sweetness+ minerals+ and purity+".
35.	Kewal Kiran Clothing Limited (Killer Slim Denim) The Times of India(*) Calcutta Times (9/2009)	Ad shows - "two boys and two girls standing very close to each other, bare chested".	(Complaint received in 9/2009) Ad is repulsive and obscene, and is likely to have negative impact on children.	October 2009 Ad is not likely to cause grave or widespread offence.
36.	Hindustan Unilever Ltd(*) (Surf Excel) Lowe(*) Star Movies(*) (9/2009)	TVC shows - "a school boy imitating the behaviour of a dog".	(Complaint received in 10/2009) This visual is disturbing, highly objectionable and demeaning. ***(Thirty Seven similar complaints received against the same TVC)***	October 2009 Visual was not likely to cause widespread offence, as this act was done to provide solace to his teacher.
37.	Mahindra & Mahindra Ltd (Mahindra Bolero Maxi Truck) TV – 9 (9/2009)	TVC shows - "a young man helping a woman to get back the hand bag stolen by the thief. Then he is shown helping some people to lift the heavy boxes. Impressed by his braveness, a married woman covers her mangalsutra".	(Complaint received in 10/2009) There is no meaning in this Ad, except to blame / hurt the hindu religion valuable marriage life.	October 2009 Ad does not deride any religious belief or practice.

38.	United Colors of Benetton (Fall Winter Collection 09) Infinity Advertising Services DNA(*) (8/2009)	Ad headline states – "Autumn gets hotter with Color". Ad shows - "a man and a woman together topless with just a flimsy jeans covering them".	(Complaint received in 10/2009) Ad is obscene. ***(one similar complaint received against the same Ad)***	<u>October 2009</u> Ad is not likely to cause grave or widespread offence. ***Ad. Agency assured that the image in question is a mistake which will not be repeated again.***
39. #	Procter & Gamble Hygiene & Health Care Ltd(*) (Pampers Active Baby Diapers) Saatchi & Saatchi(*) NDTV Imagine(*), Sony TV(*), Star Plus(*), Zee Cinema(*) (7/2009)	TVC shows - 1) a comparison between 'Pampers Active Baby' diaper and the other diaper brand in the sense that Pampers have been showcased as thinner diapers when compared with the other diapers. 2) a representation of the triangular design of Pampers Active Baby diaper against a square shape for the other brand. 3) a depiction of the other diaper leaking from the bottom. 4) Pampers remains thin as compared to other diapers even post use when it is full.	(Complaint received in 9/2009) Advertiser has made a completely false and misleading representation of the product.	<u>November 2009</u> Claims were substantiated. CCC noted that the comparison was made between the core of Pampers Active Baby diapers which is triangular in shape and rectangular core of diapers.
40 #	Gillette India Ltd(*) (Oral B Toothbrush) Sony(*), Sahara(*), Star Plus(*) (8/2009)	Claim - "Removes upto 99% plaque". Ad depicts visually - "plaque cleaning of Oral B cross action bristles toothbrush compared to ordinary toothbrush with a flat trim", and "plaque and its removal only between teeth and not on other surfaces, and plaque being cleaned from only one tooth surface for the flat trim".	(Complaint received in 9/2009) TVC is misleading. This is highly unlikely as a flat trim bristle/ ordinary toothbrush can also remove plaque.It is unlikely that 99% plaque removal claim is possible, as even if plaque cleaning efficacy of a toothbrush after brushing is compared to a before brushing plaque score, upto 99% plaque removal can happen only if a consumer brushes his teeth with the correct technique that will ensure that almost all of the plaque is	<u>November 2009</u> Claim was substantiated.

			removed from the teeth, which is usually not the case.There is no qualifier / disclaimer used for the above claim.	
41.	Hindustan Unilever Ltd(*) (Pepsodent Toothpaste) TVC aired on various channels (9/2009)	TVC shows - "a kid eating sweets and consoling another sad kid who has failed the germ free test of teeth conducted by Pepsodent".	(Complaint received in 10/2009) The TVC is giving a very bad impression to the children and conveys that if one uses the Pepsodent toothpaste, even after eating sweets, the teeth remain germ free.TVC is jeopardizing the dental health of the children.	November 2009 Ad was not likely to cause harm to the oral health of children.
42. $	Kellogg India Pvt Ltd(*) (Kellogg's Extra Muesli Fruit Magic) Promotion message on the pack	Pack mentions in fine print - "Some additional quantity of inclusions have been added as garnishing".	(Complaint received in 10/2009) For the purpose of making the product more appealing to consumers, the advertiser has unfairly garnished it with yummy and exotic looking ingredients, to mislead the consumers.	November 2009 Statement is not misleading as details are mentioned in the ingredient profile.
43. $	Win Medicare Ltd (Soypower) The Times of India(*) (6/2009)	Claims - "Make Every Meal a Power Meal", "Add Soypower to fortify your food with protein", "Now you can fortify every food with protein", "It enriches every dish with protein and essential amino acids", and "85% Protein".	(Complaint received in 10/2009) These claims need to be substantiated with supporting clinical information, comparative data, and reports of tests/ trials conducted from an independent recognised testing institution.	November 2009 Claims were substantiated.
44.	Sony India Pvt Ltd (Sony Cyber Shot Digital Still Camera) Ad on their website		(Complaint received in 10/2009) Complainant purchased a Sony camera guided by the Ad stating its features. During the course of usage, he found that the video mode records only for 10 minutes, which is not mentioned on the advertiser's website.	November 2009 Exparte (absence of comments from the Advertiser). Ad is not misleading as the Sony Cyber shot camera advertised is a "Digital still camera".

45. $	Red Bull India Pvt Ltd (Red Bull Energy Drink) Star Gold(*), MTV	Claims - "Red Bull energy drink vitalizes body and mind", "Red Bull gives you wings".	(Complaint received in 10/2009) Claims need to be substantiated with details of tests/trials reports from an independent recognised testing institution.	December 2009 Claim, "Red Bull energy drink vitalizes body and mind", was substantiated. Tag line "Red Bull gives you wings", is an Advertising license intended to amuse and hence not likely to cause grave or widespread offence. Suo motu complaint Ad does not contain any cautionary message as to when and who cannot use the product (Not Upheld at January CCC meeting)
46. $	Orion Appliances Pvt Ltd (Spectrawide Water Purification System) Ahmedabad Mirror (6/2009)	Claims - "90% TDS Removal", "Ultraviolet Disinfection", "Far Infrared Energizer", "Calcium & Magnesium re-mineralization", "RF Membrane Protection", and "Taste Selector".	(Complaint received in 10/2009) Claims need to be substantiated with supporting technical information, comparative data, and reports of tests/trials conducted from an independent recognised testing institution.	December 2009 Claims were substantiated.

47 # Dabur India Ltd(*) (Dabur Uveda Fairness Cream) Colors(*), ETV Marathi(*), Zee TV(*) (9/2009)	Claim - "other skin lightening creams only leave a white layer on the surface of the skin"Ad depicts a white mask and claims that, "How true is your fairness? An outer white layer? Or Radiant Fairness from within?"	(Complaint received in 11/2009) Ad is false and misleading the consumers making them believe that all other skin lightening creams only leave a white layer on the skin and Dabur Uveda Fairness cream works from within to give them Radiant Fairness. This is clearly disparagement and unfair denigration of other skin lightening creams in the market. Further, based on their promise of working from within to offer radiant fairness, the complainant has evaluated the Dabur Uveda fairness cream and the results indicated the presence of optical brightening agents, such as Titanium Dioxide and Stearic Acid which brightens the skin and also leaves a visible white layer on the skin.	December 2009 CCC considered the studies conducted by the Advertiser in respect of the claims made in the Ad, and the technical advice provided on the complainant's and the advertiser's data. Claims were substantiated.
	Claim – "Dabur Uveda skin lightening cream slows down Melanin Synthesis giving radiant and visible fairness results within 7 days"	Claim is grossly exaggerated and misleading. While it is possible for actives that work by affecting melanin transport through the skin layers or actives that exfoliate upper layers of skin to show visible results earlier, it is scientifically impossible for any material that works from within, slowing down melanin synthesis to give radiant fairness and visible results in 7 days.	
	Claim – "Dabur Uveda is enriched with Ayurvedic ingredients that work from within".	The levels at which these Ayurvedic herbs have been added in the product are not available to the consumer as it is not given on the label. If these Ayurvedic herbs are responsible for the benefit that too "working from deep within", it would be important to show such data for their presence at functional levels and that they penetrate deep into the skin and work at deeper layers of the skin.	
	Claim – "Dabur Uveda is tested on 150 Indian women at a German Laboratory".	As already submitted the claim of 7 days visible skin lightening changes through slowing down of Melanin synthesis as claimed by the advertiser is a biological process and cannot be simply evaluated on perception by consumers unless otherwise the study is supported by experts applying instrumental methods of testing.	

48. $	Nutra Skyn Care (Toppik Hair Building Fibers) Palasa Femina(*) (July 2009 issue)	Claims - "World's leading brand", "Strike out the age boundary and look young forever, gain your confidence back", "Toppik, the latest in hair grooming technology is an innovative hair product that covers bald patches or thinning hair in just 1 minute", "Toppik fibers are 100% natural. Toppik is totally compatible with any other hair loss treatments", "You will instantly see a fuller, more natural looking growth".	(Complaint received in 11/2009) Claims need to be substantiated with supporting technical information, comparative data, and reports of tests/trials conducted from an independent recognised testing institution.	December 2009 Claims were not misleading.
49.	Hindustan Unilever Ltd(*) (Surf Excel) Lowe(*) Zee Marathi(*) (10/2009)	TVC shows - "a boy is frolicking in the mud, imitating the antics of a dog in order to humour his teacher whose pet has died".	(Complaint received in 10/2009) Water puddles, wet mud may carry infectious micro-organisms such as tetanus, leptospires, etc. Ad is exhibiting a dangerous practice.	January 2010 As the child is playing in the mud to provide solace to his teacher who has lost her pet, and as the said product promotes cleanliness, the Ad is not exhibiting a dangerous practice
50 #	Reckitt Benckiser (India) Ltd(*) (Dettol Antiseptic – Attendance Award, Performance Bonus, Medical Expenses) Cartoon Network, Star Plus(*)	TVCs show - (1) Using Dettol regularly will ensure that your child attains a better attendance record at school. (2) Using Dettol regularly will ensure your husband is more appreciated at work/ the office. (3) Using Dettol regularly will ensure that your family reduces expenses on medical bills and medicines. Claim - "Families that use Dettol regularly fall	(Complaint received in 11/2009) Additional technical inputs were given by the Complainant stating that the claims were completely unsubstantiated.	January 2010 TVCs appeared to be within the limits of creative license and sufficient data was provided by the Advertiser in substantiation of the claims made in the TVCs. February 2010 Decision on Review requested by the Complainant. No justification for a Review of the earlier decision of the CCC.

			ill less often".	Decision of Not Upheld stands.
51. #	Reckitt Benckiser (India) Ltd(*) (Harpic Max Clean) TVC aired on various channels	TVC claims - "Harpic provides the maximum cleaning". The usage instruction talks about 20 mins contact time, while the super says that the product "kills all germs on 60 mins contact with undiluted product".	(Complaint received in 11/2009) It is submitted that Bleach based products are more superior and environment friendly than Acid based products. In fact, the technical substantiation states that Bleach based toilet cleaners are capable of killing all known germs which the Acid and acid based cleaners leave behind.Given the nature of its action, an acid based cleaner cannot effectively remove limescale and kill all germs at the same time. This is because the acid preferentially attacks the limescale and gets depleted which compromises its ability to kill germs. Therefore the claim of "kills all germs" on the pack is misleading.	January 2010 Claims, "Harpic provides the maximum cleaning", and "Kills all germs post 60 minutes of contact with undiluted product", were substantiated.
52. suo motu	Red Bull India Pvt Ltd (Red Bull Energy Drink) Star Gold(*), MTV		(Complaint registered in 12/2009) TVC does not contain any cautionary message as to when and who cannot use the product	January 2010 The cautionary message mentioned on the product pack was found to be acceptable. There was no mandatory requirement to display the cautionary message in the TVC.
53.	Castrol India Ltd(*) (Castrol Lubricants) TVC aired on various channels	TVC shows - "a truck driver and his pilot son. The father says to his son that "I am no less than a pilot on the road as you are in the air".	(Complaint received in 12/2009) This is highly objectionable and unacceptable and will encourage more and more drivers to drive at high speeds like pilots rather than be careful drivers and violate speed limits on highways.	January 2010 TVC does not show "the truck going at high speeds", and hence the TVC does not contravene the Guidelines on Automotive Advertising.

54.	Bajaj Allianz Life Insurance Company Limited TVC aired on various channels	TVC shows - "a Tax Emergency Van running on the streets with a siren and a beacon light as if it is an ambulance and violating traffic signals, lane cutting and driven in an unsafe manner on the roads just to please a customer".	(Complaint received in 12/2009) This is highly objectionable and unacceptable.	January 2010 Tax Emergency van running as an ambulance was within the limits of creative license.
55.	L'Oreal India P. Ltd(*) (Garnier Fructis shampoo + oil 2 in 1) Publicis India Comms(*) Sunday Times of India(*) (12/2009)	Claim - "You can oil your hair everytime you shampoo".	(Complaint received in 12/2009) How can the shampoo give benefit of hair oiling? A shampoo is used to wash the hair. The Ad is completely misleading and this product may not give the benefit of hair oiling.	February 2010 Technology used by the Advertiser was able to substantiate the status of the product as shampoo + oil.
56.	Coca Cola India Pvt Ltd(*) (Coca Cola) TVC aired on various channels	TVC shows - "a boy and a girl (Teens) in a library make signs at each other for going out. The boy draws a coke bottle on his hand and the girl draws a glass on her hand. Then they both touch their hands and the coke flows from the boy's hand bottle to that of the girl's glass".	(Complaint received in 12/2009) Ad hints at copulation as a road to happiness.	February 2010 Ad is not indecent and therefore not likely to cause grave or widespread offence.
57.	Titan Industries Ltd(*) (Titan's Fast Track Sunglasses) UTV Bindaas, HBO (1/2010)	TVC shows - "a girl saying – "one month 10 guys" (she had sex with), "That part of my body is not known as Clinton".	(Complaint received in 1/2010) Ads are vulgar and are ruining the youth and society.	February 2010 Ad is not likely to cause grave or widespread offence.

58.	Lodha Aqua (A township dripping with luxury) The Times of India(*) (1/2010)	Ad states - "Man cannot live without water. He needs a waterfront home, 2 swimming pools, and 10 acres of waterscape".	(Complaint received in 1/2010) How can the Advertiser advertise stating that it can provide its residents with waterscape and swimming pools when most of the city is lacking with water.	February 2010 Claims as mentioned in the Ad, are not misleading, as the Advertiser has made arrangements to provide water through water harvesting and other technologies.
59.	Digital Radio (Delhi) Broadcasting Ltd (Red FM at 93.5 MHz) Radio commercial (1/2010)	Ad (in Hindi) says - "Yeh aap ke zamaane ka channel hai, Baap ke zamaane ka nahin".	(Complaint received in 1/2010) Advertiser is using these words as if anything which is old or belongs to the parents is untouchable for the youth of today. This kind of language is certainly spreading disrespect for the parents of young generation.	February 2010 Promo/tagline is not likely to cause grave or widespread offence.
60. $	L'Oreal India P. Ltd(*) (Garnier Fructis Fortifying Shampoo 2 in 1)	Print Ad and TVC claims - "Shampoo and Oil 2 in 1 containing both shampoo and three oils that work together to give smooth, shiny, healthy hair","Oils used in the formulation penetrate each layer of hair and nourish it from within and the shampoo cleans and strengthens the hair fibre"	(Complaint received in 1/2010) It is unlikely that Garnier Fructis Fortifying shampoo + oil 2 in 1 can be used both as effective oil as well as a shampoo. It is difficult to believe that a surfactant will selectively strip sebum leaving out the added oil on hair and at the same time co-exist in the shampoo formula. The Ad is false and misleading. The Complainant has carried out two independent tests from approved laboratories on the content of oil in the said 2 in 1 product, which reveal that the oil content in the product varies from 4 to 7%.A shampoo is used in quantities varying from 2 ml to 5 ml by most users. Using the formula of maximum 7% , the contents of oil in the product will be 0.35 ml, which will work out to 3 or 4 drops of oil. How such a miniscule quantity can nourish the hair is beyond human imagination.Shampoo in the product will not allow the oil to settle on the scalp/hair and presuming it does settle, this will not be for more than two to three minutes at the most (going	February 2010 Claims mentioned in the TVC and cited in the complaint, were neither false nor misleading.

			by the average usage of shampoo by the consumer) – a totally inadequate time for any nourishment to be provided to the scalp by the three oils in the product.	
61.	Hindustan Unilever Ltd(*) (Axe Boost) UTV World Movies (12/2009)	TVC shows - "a man entering the lift, followed by a woman. Their dishevelled state implies that they indulged in sexual activity".	(Complaint received in 12/2009) Ad is in poor taste. Just by spraying Axe Boost it shows you can indulge in indecent immoral sexual relations. ***(Twenty Two similar complaints received against the same TVC).***	February 2010 Visuals depicted in the TVC were not indecent so as to give rise to grave and widespread offence.
62.	J. K. White Cement Works (J K Super Cement) Aaj Tak(*), HBO, CNBC Awaaj(*)Zee Business(*) (1/2010)	TVC shows - "a red coloured bikini clad girl walks out of the sea with a voice over of "Kuch toh baat khas hai is mein".	(Complaint received in 1/2010) It is completely irrelevant as it does not talk anything about cement and the Ad is obscene. ***(One hundred Two similar complaints received against the same TVC).***	February 2010 Whilst the depiction of the "woman in a bikini" in the TVC was irrelevant to the product promoted, it was not indecent so as to give rise to grave offence.
63. $	Cadila Healthcare Ltd(*) (Sugar Free Natura – Diet Sugar) Promotion messages on the product pack	Word - 'Natura' Words - 'Diet Sugar' "Sugar Free Natura is made from sugar so tastes like sugar". "Sucralose is 'zero calorie' made from sugar"	(Complaint received in 12/2009) gives the impression to the consumer that it is a natural product, but it is an artificial sweetener called Sucralose. are misleading because the product is not a sugar. On one hand, the advertiser claims that the product is sugar free, on the other hand they claim that it is a Diet Sugar. The product which is an artificial sweetener called Sucralose uses sugar as a raw material. Actually the product is manufactured by blending sucralose with maltodextrin which is a product of high glycemic	March 2010 As the product pack mentions that the product is a low calorie sugar substitute and that it contains 'artificial sweetener', and since it depicts the necessary warnings and category classification, the claims were not misleading.

			index. Hence the words 'zero calorie' is misleading.	
64. #	Procter & Gamble Home Products Ltd(*) (Pampers Active Baby Diapers) The Times of India(*) (12/2009)	Ad states - "Have you tried the "Best Diaper" in India*?", "*Voted as the best diaper in 2009 by moms (readers of Mother & Baby magazine)".	(Complaint received in 1/2010) The factum of determining `what is the Best' can only be judged by experts, based upon some definitive criteria and on the basis of tests and analysis and not merely by voting. Mass user by way of voting may only indicate their preference for a particular brand or at the best indicate their `favourite' product but not the best. Hence the claim of "Best diaper in India" cannot be substantiated by voting indicated as a source therein rendering the claim fictitious and incapable of substantiation. The Ad, without disclosing the parameters of comparison, unfairly seeks to denigrate, discredit, and indirectly indicate superiority over the other competitors in the market.	March 2010 As the `Mother & Baby' magazine adjudged Pampers to be the "best diaper brand" on the basis of softness and reliability, and as the Ad does not slander nor defame the goods of any competitor, the advertisement does not contravene the ASCI Code.
65. $	Gillette India Ltd(*) (Women against Lazy Stubble campaign) India TV(*) (12/2009)	Advertiser has openly declared the campaign as "Women on the warpath" and has called men who sport stubble or prefer to remain unshaven, as lazy".	(Complaint received in 1/2010) The Ad campaign is anti-male in nature, and offensive against the men in general. Also, the Ad can promulgate domestic violence again men in the society.	March 2010 Ad is not likely to cause grave or widespread offence, as the Ad promoted Advertiser's razors which ensured clean shaven looks.
66. #	T.I.M.E. (T.I.M.E. rules CAT training) Display Line The Times of India(*), Bhubneswar (1/2010)	Claim - "Final selections of T.I.M.E. students into the IIMs". This claim is given along with a bar chart which shows years from 1999 to 2008 and numbers for each year.	(Complaint received in 2/2010) This claim is false and misleading. The bar chart in the advertisement shows 2336 numbers in the year 2008. This figure when read with the claim communicates that 2336 T.I.M.E. students got final selection in the IIMs, whereas actually the total number of seats in all the IIMs are much lesser than this figure.	March 2010 Claim is of "Final selections of T.I.M.E. students into the IIMs", and not of admissions, and the claim is substantiated with data of 1063 students receiving 2336 final selections

		Claim - "1063* T.I.M.E. students have secured final admissions into the IIMs with a total of 2336* final selection in CAT'08".	CAT (Common Admission Test) is conducted for admission to IIMs, whereas the advertiser on the one hand claims 1063 final admissions in IIMs and on the other hand it claims 2336 final selections in CAT 08. As stated above, even the total seats in all IIMs are not 2336, then how there can be 2336 final selections in CAT.	by an audit report of an independent organization.
		Claim - "A dedicated team of 28 qualified and most experienced faculties you can count on. No institute has such a large pool of trainers in Orissa working 24*7 for student success"	Claim is unsubstantial and invalidate.	
67.	Godrej Consumer Products Ltd(*) (Godrej Hair Dye) Star Gold(*) (1/2010)	TVC claims - "look young with Godrej ammonia free hair colour".	(Complaint received in 2/2010) Ad says Godrej hair colour, whereas on the pack shot that is shown, it is written Godrej hair dye. A hair dye and hair colour are two different products, a hair dye is a dye and not colour.The advertiser is misleading the consumers by promoting its hair dye as a hair colour.	March 2010 The CCC noted the specifications of the Bureau of Indian Standards that hair colour and hair dye are one and the same. Ad is not misleading by promoting the hair dye as hair colour.
68. #	Glaxosmithkline Asia P. Ltd(*) (Sensodyne Toothpaste) Sun TV (2/2010)	TVC claims - "Sensodyne forms a defence in the first time brushing itself". The voice over implies and suggests that the product provides "immediate/instant sensitivity benefit in the very first brushing itself".	(Complaint received in 2/2010) These claims need to be substantiated with supporting clinical information, and with details of reports of tests/trials conducted from an independent recognised testing institution.	March 2010 TVC in Tamil, as translated in English, claims, "From the first brushing, Sensodyne starts to form a protective barrier around the nerves and gives you long lasting protection in as little as 2 weeks", which were substantiated.

69.	Castrol India Limited(*) (Castrol Lubricants) Star Gold(*), Ten Sports(*)	TVC shows - "a female model wearing a thin, strapless, exposing skimpy top".	(Complaint received in 2/2010) Ad is obscene, vulgar, and projects women in a poor light and manipulating/misguiding the teens.	March 2010 Visual of "a woman on the beach" as depicted in the TVC, was appropriately dressed in a swim suit, which is not likely to cause grave or widespread offence.
70.	Johnson & Johnson Limited(*) (Listerine Mouthwash) TVC aired on various channels	TVC claims - "Listerine leaves your mouth germ free to prevent oral problems".	(Complaint received in 2/2010) This claim needs to be substantiated with clinical studies.In bringing an anti-microbial oral care product to market, it is necessary to show that the product – (a) Reduces the overall burden of bacteria below the threshold for disease, which in this case means that it reduces the burden of oral bacteria/plaque below the threshold for gingivitis. (b) Keeps the oral flora in balance with no invasion of exogenous species into the hole left by reducing the natural flora; and no development of antimicrobial resistance.	March 2010 Clinical data submitted by the Advertiser. Claim was substantiated.
71. #	Reliance Big TV Limited Leo Burnett(*) Aaj Tak(*) (1/2010)	Claim - "no other DTH operator is offering better service at compared cost and even if it is being done, it comes with hidden cost". Ad further displays the comparative data of few of the most popular channels like Colors, NDTV 24x7, ESPN and Star Sports. While the said data clearly states that the said channels are being provided by Reliance Big TV in their monthly pack, the other operators are not carrying the said	(Complaint received in 2/2010) Reliance Big TV has made a false and disparaging statement. The said data is a comparison of the Silver Pack of Reliance with Super Value Pack of Tata Sky. But this information has been provided in a single line with the minimum possible font size which cannot be read or even noticed at a normal glance whereas the data has been prominently placed.	March 2010 Claims were not false and misleading.

		channels in their comparable pack. Claim – "Reliance Big TV is superior because of MPEG-4 Technology".	 Claim is misleading.	
72.	Paras Pharmaceuticals Ltd(*) (Set Wet Zatak Deodorant) TVC aired on various channels	TVC shows - "a woman emerging out of a swimming pool with a bikini. There is a cheap dialogue in the backdrop saying "Very Very Sexy".	(Complaint received in 2/2010) This Ad is obscene.	<u>March 2010</u> Visual is not likely to cause grave or widespread offence.

If an Ad is

Wrong / Indecent /

Dishonest / Misleading

We will set it right.

Advertising is a wonderful thing.

It informs you about the range of products and

services available and gives you the right to choose.

But some ads can be misleading,

indecent or dishonest.

You can help us put an end to such ads.

Send your complaints on such ads to :



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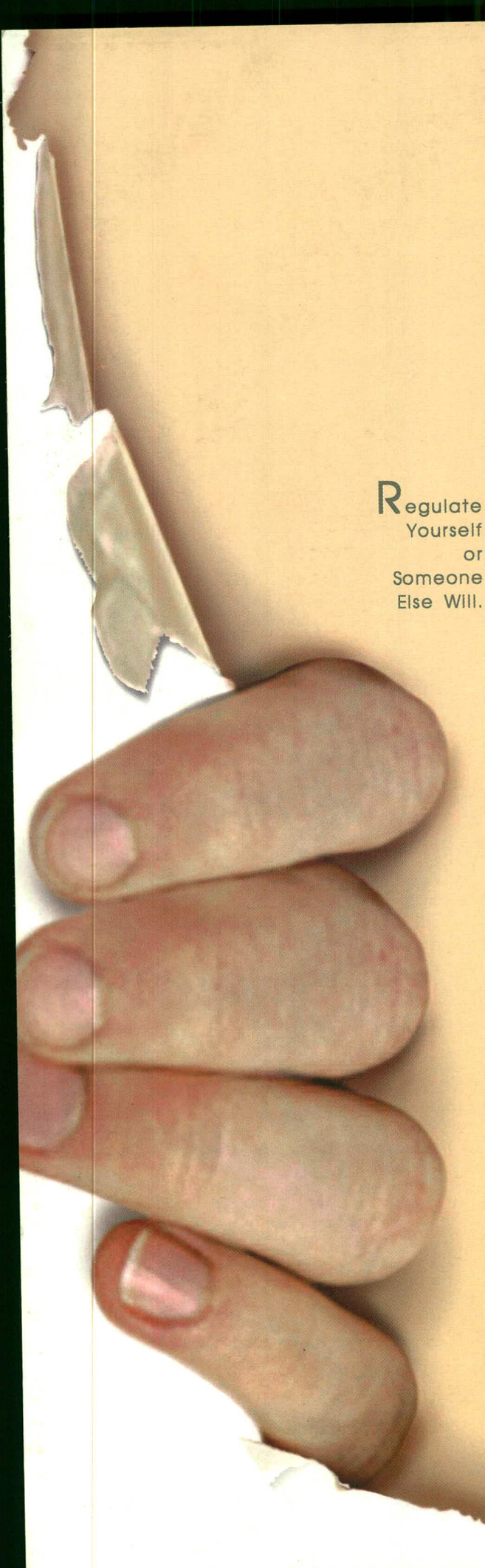
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Goal
Why Self-Regulation
Why ASCI
Object of ASCI
ASCI Mission
Role of Function of ASCI

Regulation
ASCI Code-Pertinent Extracts
How to Complain
Schematic Process

Support
Application of Membership
ASCI Members
Board of Governors
Members Of Consumer Complaints Council (CCC)
Members of Board Govemors since inception
Members of CCC since inception

Progress
The Board of Governors Report
The Genesis of ASCI
Awareness : a) Read; b) View

Feedback
Recent decision by CCC on complaint
FAQ
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