



35th Report & Accounts of 2020-21



ASCI | The
Advertising
Standards
Council of
India

COMING TOGETHER WITH FSSAI TO UPHOLD HONESTY AND FAIRNESS IN F&B ADS.

ASCI signs an agreement with FSSAI to
curb unethical F&B ads.

▶ Arun Singhal
(CEO, FSSAI.)



◀ Bejon Misra
(Adviser,
Public Affairs,
ASCI.)



ASCI WINS BIG AT THE GLOBAL — ICAS — AWARDS 2021



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AUDITORS :

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

REGISTERED OFFICE :

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

P: 24955077 / 24955076

E: contact@ascionline.in | www.ascionline.in



Board of Governors



Mr. Subhash Kamath
Chairman (ASCI)

Chief Executive Officer,
BBH & Publicis Worldwide,
India



Mr. N.S. Rajan
Vice Chairman (ASCI)

Global Partner &
Managing Director
Ketchum Sampark Pvt. Ltd.



Mr. Shashidhar Sinha
Hon. Treasurer (ASCI)

CEO
Mediabrand India Pvt. Ltd.



Mr. Girish Agarwal
Director

Dainik Bhaskar Group



Mr. Prasun Basu

President - South Asia
Nielsen (India) Pvt. Ltd.



Mr. Harish Bhat

Director
Tata Consumer Products
Ltd.



Mr. Madhusudan Gopalan

CEO
Procter & Gamble Home
Products Pvt. Ltd.



Mr. Rohit Gupta

President
Sony Pictures Networks
India Pvt. Ltd.



Ms. Priya Nair

Executive Director
Beauty and Personal Care
Hindustan Unilever Ltd.



Prof. S.K. Palekar

Adjunct Professor
Centre For Developmental
Education,
IFIM Business School



Ms. Abanti Sankaranarayanan

Co-Chairman & Board Member
International Spirits &
Wines Association of India



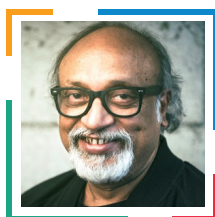
Mr. Partha Sinha

President - Response
Bennett Coleman &
Company Ltd.



Mr. D. Shivakumar

Group Executive President
Aditya Birla Management
Corporation Pvt. Ltd.



Mr. K.V. Sridhar

Chief Creative Officer (Global)
Nihilent Ltd.



Mr. Umesh Shrikhande

CEO
Taproot India Communication
Pvt. Ltd.

Independent Review Process



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



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



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



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

Consumer Complaints Council Members



Ms. Minakshi Achan
Brand & Communications
Head
Star India Pvt. Ltd.,
Mumbai



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



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



Mr. Sunayan Mitra
Director for Beverages
business for South Asia Region,
Nestle India Ltd., Gurgaon



Mr. Arun Anant
Director
Incvalue Advisors Pvt. Ltd.,
Mumbai



Ms. Vinita Dang Mohoni
Business & Marketing
Strategy Consultant, Pune

Consumer Complaints Council Members



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



Mr. Kartik Mohindra
Chief Marketing Officer
Pernod Ricard India
Pvt. Ltd.; Haryana



Dr. Narendra Bhatt
Ayurvedic Consultant
and Researcher,
Mumbai



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



Mr. Jehangir Gai
Senior Journalist /
Consumer Activist,
Mumbai



Mr. Basant Rathore
Sr. VP - Strategy - Brand
& Business Development
Jagran Prakashan Ltd.,
New Delhi



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



Mr. Rajesh VR
President
Ogilvy & Mather Pvt. Ltd.,
Mumbai



Mr. Rajeev John
Head of Marketing
Dabur India Ltd.,
Ghaziabad



Mr. Ashim Sanyal
CEO & Secretary
Consumer VOICE,
New Delhi



Mr. Ulhas Joshi
Director
Stratex Enterprises,
Navi Mumbai



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

Consumer Complaints Council Members



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



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



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



Ms. Nisha Singhania
Co-Founder & Director
Ran Ideas Pvt. Ltd.,
Mumbai



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



Mr. Shashank Sinha
Chief Transformation
Officer
Eureka Forbes Ltd.,
Mumbai



Mr. Rohit Malkani
Vice President - Marketing
Crompton Greaves
Consumer Electricals Ltd.,
Mumbai



Ms. P. N. Vasanti
Director CMS,
New Delhi

List of Members - as on 31st March, 2021

CATEGORY A - ADVERTISERS	
1	Aachi Masala Foods Pvt. Limited
2	Abbott Healthcare Pvt. Limited
3	Aditya Birla Management Corporation Pvt. Limited
4	Aesthetic Nutrition Pvt. Limited
5	Agro Tech Foods Limited
6	Akbarallys
7	Allied Blenders & Distillers Pvt. Limited
8	Amara Raja Batteries Limited
9	Ambuja Cements Limited
10	A.O. Smith India Water Products Pvt. Limited
11	Apeejay Education Society
12	Apollo Hospitals Enterprise Limited
13	Aptech Limited
14	Ashok Leyland Limited
15	Asian Paints Limited
16	Astral Poly Technik Limited
17	Bacardi India Pvt. Limited
18	Bajaj Auto Limited
19	Bajaj Consumer Care Limited
20	Bajaj Electricals Limited
21	Ban Labs Pvt. Limited
22	Beam Global Spirits & Wine (I) Pvt. Limited
23	Berger Paints India Limited
24	Bharat Petroleum Corporation Limited
25	Bharti Airtel Limited
26	Blue Star Limited
27	Bridgestone India Pvt. Limited
28	Britannia Industries Limited
29	Cargill India Pvt. Limited
30	Castrol India Limited
31	Cavinkare Pvt. Limited
32	Ceat Limited
33	Cipla Health Limited
34	Coca-Cola India Pvt. Limited
35	Colgate-Palmolive (India) Limited
36	Colorbar Cosmetics Pvt. Limited
37	Crompton Greaves Consumer Electricals Limited
38	Dabur India Limited
39	DBS Bank India Limited
40	Delta Faucet Company India Pvt. Limited
41	Dharampal Satyapal Limited
42	Dr. Lal PathLabs Limited
43	DSM Nutritional Products India Pvt. Limited
44	Eicher Motors Limited
45	Elica PB India Pvt. Limited
46	Em & Em Personal Care Pvt. Limited
47	Eureka Forbes Limited
48	Exide Life Insurance Company Limited
49	Ferrero India Pvt. Limited
50	Ford India Pvt. Limited
51	G.M. Pens International Pvt. Limited
52	Gemini Edibles & Fats India Pvt. Limited
53	General Mills India Pvt. Limited
54	GlaxoSmithKline Asia Pvt. Limited
55	GlaxoSmithKline Pharmaceuticals Limited
56	Glenmark Pharmaceuticals Limited
57	Global Consumer Products Pvt. Limited
58	Godfrey Phillips (I) Limited
59	Godrej Consumer Products Limited
60	Hardcastle Restaurants Pvt. Limited
61	Hawkins Cookers Limited
62	HCL Corporation Pvt. Limited
63	HDFC Bank Limited
64	HDFC Life Insurance Company Limited
65	Hero MotoCorp Limited
66	Hershey India Pvt. Limited
67	Hindalco Industries Limited
68	Hindustan Unilever Limited
69	Honda Motorcycle & Scooter India Pvt. Limited
70	Honda Siel Power Products Limited
71	Housing Development Finance Corporation Limited
72	Huawei Telecommunications (I) Company Pvt. Limited
73	Hygienic Research Institute Pvt. Limited
74	ICFAI Group
75	ICICI Bank Limited
76	ICICI Prudential Life Insurance Company Limited
77	INBISCO India Pvt. Limited
78	Indian Oil Corporation Limited
79	Indofil Industries Limited
80	ITC Limited
81	J.G. Hosiery Pvt. Limited
82	J.K. Enterprises
83	J.K. Helene Curtis Limited
84	J.K. Tyre & Industries Limited
85	Jerath Path Labs & Allergy Testing Centre
86	Johnson & Johnson Limited
87	Jubilant Foodworks Limited
88	Jyothy Laboratories Limited
89	Kansai Nerolac Paints Limited
90	Kaya Limited
91	Kellogg India Pvt. Limited
92	Keya Seth's Ayurvedic Solution
93	Kimberly Clark India Pvt. Limited

94	Kokuyo Camlin Limited
95	Kotak Mahindra Bank Limited
96	KRSNAA Diagnostics Pvt. Limited
97	Life Insurance Corporation of India
98	L'Oreal India Pvt. Limited
99	Lovable Lingerie Limited
100	Lupin Limited
101	Madura Fashion & Lifestyle
102	Mahindra & Mahindra Limited
103	MakeMyTrip (India) Pvt. Limited
104	Marico Limited
105	Mars International India Pvt. Limited
106	Maruti Suzuki India Limited
107	Matrimony.Com Limited
108	Max Bupa Health Insurance Company Limited
109	McNROE Consumer Products Pvt. Limited
110	Mondelez India Foods Pvt. Limited
111	MTR Foods Pvt. Limited
112	Multani Pharmaceuticals Limited
113	Naaptol Online Shopping Pvt. Limited
114	Nanda Feeds Pvt. Limited
115	Narang Group
116	Nestle India Limited
117	Nirma Limited
118	Nivea India Pvt. Limited
119	Nobel Hygiene Pvt. Limited
120	Nutricia International Pvt Limited
121	Olefia Biopharma Limited
122	One97 Communications Limited
123	Panasonic Life Solutions India Pvt. Limited
124	Parle Products Pvt. Limited
125	PepsiCo India Holdings Pvt. Limited
126	Perfetti Van Melle India Pvt. Limited
127	Pernod Ricard India Pvt. Limited
128	Philips India Limited
129	PhonePe Pvt. Limited
130	Pidilite Industries Limited
131	Piramal Enterprises Limited
132	Pitambari Products Pvt. Limited
133	Polycab India Limited
134	Procter & Gamble Health Limited
135	Procter & Gamble Home Products Pvt. Limited
136	Reckitt Benckiser Healthcare India Pvt. Limited
137	Reckitt Benckiser India Pvt. Limited
138	Red Bull India Pvt. Limited
139	Reliance Industries Limited

140	RSH Global Pvt. Limited
141	RSPL Limited
142	Sat Kartar Shopping Pvt. Limited
143	SBI General Insurance Company Limited
144	S.C. Johnson Products Pvt. Limited
145	7Ink Brews Pvt. Ltd.
146	Shantinath Detergents Pvt. Limited
147	Shyam Steel Industries Limited
148	Skoda Auto Volkswagen India Pvt. Limited
149	Soothe Healthcare Pvt. Limited
150	Sporta Technologies Pvt. Limited
151	Standard Chartered Bank
152	Sun Pharmaceutical Industries Limited
153	Suzuki Motorcycle India Pvt Limited
154	Tata Chemicals Limited
155	Tata Consumer Products Limited
156	Tata Motors Limited
157	Tata Services Limited
158	Tata Steel Limited
159	Tele Trade Shopping Sky Shop
160	The Himalaya Drug Company
161	The Hongkong & Shanghai Banking Corporation Limited
162	The Ramco Cements Limited
163	Titan Company Limited
164	Total Oil India Pvt. Limited
165	Toyota Kirloskar Motor Pvt. Limited
166	Triumphant Institute of Management Education Pvt. Limited
167	TTK Healthcare Limited
168	TTK Prestige Limited
169	TVS Motor Company Limited
170	Ultratech Cement Limited
171	United Spirits Limited
172	Upgrad Education Pvt. Limited
173	Vcare Herbs Concept Pvt. Limited
174	Vedistry Pvt. Limited
175	Voltas Limited
176	Voltbek Home Appliances Pvt. Limited
177	VST Industries Limited
178	WeikField Foods Pvt. Limited
179	Whirlpool of India Limited
180	Wipro Enterprises Pvt. Limited
181	WWS Skyshop Pvt. Limited
182	Zydus Wellness Limited
183	Zywie Ventures Pvt. Limited

List of Members - as on 31st March, 2021 (continued)

CATEGORY B - MEDIA AND DIGITAL PLATFORMS

1	ABP Network Pvt. Limited
2	Amar Ujala Publications Limited
3	ARG Outlier Media Asianet News Pvt. Limited
4	Bennett Coleman & Company Limited
5	Business India Publications Limited
6	Dainik Bhaskar Group
7	Discovery Communications India
8	Disney Broadcasting (India) Pvt. Limited
9	Divya Broadcasting Network Pvt. Limited
10	Eenadu
11	Google India Pvt. Limited
12	Hari Bhoomi Communications Pvt. Limited
13	Independent News Service Pvt. Limited
14	Jagran Prakashan Limited
15	Living Media India Limited
16	Malayala Manorama Company Limited
17	Paul E Commerce Pvt. Limited
18	Radio Mango
19	Rajasthan Patrika Pvt. Limited
20	Sakal Media Pvt. Limited
21	Selvel Publicity & Consultants Pvt. Limited
22	Sony Pictures Networks India Pvt. Limited
23	Star India Pvt. Limited
24	The Mathrubhumi Printing & Publishing Company Limited
25	The Printer (Mysore) Limited
26	THG Publishing Pvt. Limited
27	Times Global Broadcasting Company Limited
28	Turner International India Pvt. Limited
29	TV18 Broadcast Limited
30	Viacom18 Media Pvt. Limited
31	Zee Entertainment Enterprises Limited
32	Zen Digital Media LLP

CATEGORY C - ADVERTISING AGENCY

1	Aagneya Advertising LLP
2	Adcircle Pvt. Limited
3	Adfactors Advertising LLP
4	Adsyndicate Services Pvt. Limited
5	Adwit (India) Pvt. Limited
6	Airads Limited
7	Akar Advertising & Marketing Pvt. Limited
8	Alaknanda Advertising Pvt. Limited
9	Angle Advertising
10	Associated Advertising Pvt. Limited
11	Astral Advertising & Marketing India Pvt. Limited
12	Bates India Pvt. Limited
13	BBDO India Pvt. Limited
14	BBH Communications India Pvt. Limited
15	Bidhan Advertising & Marketing Pvt. Limited
16	Centum Advertising & Marketing Pvt. Limited
17	Cheil India Pvt. Limited
18	Coastal Ads
19	Contract Advertising (I) Pvt. Limited
20	Curry-Nation Brand Conversations Pvt. Limited
21	daCunha Communications. Pvt. Limited
22	DDB Mudra Pvt. Limited
23	Degree 360 Solutions Pvt. Limited
24	Dentsu Aegis Network Communications India Pvt. Ltd.
25	Dentsu Network Advertising Pvt. Ltd.
26	Dentsu One Pvt. Limited
27	Diason Advertising (P) Limited
28	Digital Driftwood Pvt. Ltd.
29	Disha Communications Pvt. Limited
30	Divine Advertising & Promotion
31	Eighty Two Point Five Communications Pvt. Limited
32	Eye Ads Pvt. Limited
33	FCBInterface Communications Pvt. Limited
34	FCBUlka Advertising Pvt. Limited
35	Goldmine Advertising Limited
36	Grey Worldwide (India) Pvt. Limited
37	Group M Media India Pvt. Limited
38	Havas Worldwide India Pvt. Limited
39	Inter Publicity Pvt. Limited
40	Hindustan Thompson Advertising Limited
41	Kautilya Multicreation Pvt. Limited

42	Lalit Advertising
43	Law & Kenneth Saatchi & Saatchi Pvt. Limited
44	Leo Burnett
45	Lintas Creative Executions Pvt. Limited
46	Lintas India Pvt. Limited
47	Madison Communications Pvt. Limited
48	Manipal Advertising Services Pvt. Limited
49	McCann-Erickson (I) Pvt. Limited
50	Mediabrand India Pvt. Limited
51	Mediacom Communications Pvt. Limited
52	Metieta Advertising Pvt. Limited
53	Mullen Lintas Pvt. Limited
54	MX Advertising Pvt. Limited
55	Navnitlal & Company
56	Network Advertising Pvt. Limited
57	Nihilent Limited
58	Ogilvy & Mather Pvt. Limited
59	One Advertising & Communication Services Limited
60	Pamm Advertising & Marketing
61	Paramin Advertising & Marketing Associates
62	Prachar Communications Pvt. Limited
63	Prem Associates Advertising & Marketing
64	Publicis Communications Pvt. Limited
65	R.D. Advertising Pvt. Limited
66	R.K.Swamy BBDO Pvt. Limited
67	Ran Ideas Pvt. Limited
68	Ratan Batra Pvt. Limited
69	Rediffusion Brand Solutions Pvt. Limited
70	Ronak Advertising
71	Saatchi & Saatchi Pvt. Limited
72	Sai Advertisers
73	Silver Campaigns
74	Snappers Advertising & Marketing Pvt. Limited
75	Span Communications
76	Standard Publicity Pvt. Limited
77	Sunjeet Communications Pvt. Limited
78	Surya Adsystems Pvt. Limited
79	Taproot India Communication Pvt. Limited
80	TBWA India Pvt. Limited
81	Ventures Advertising Pvt. Limited
82	XEBEC Communications Pvt. Limited

CATEGORY D - ALLIED PROFESSIONS

1	Bharat V. Patel
2	Centre For Developmental Education
3	Captions Outdoor Advertising LLP
4	CESC Limited
5	Confederation of Indian Alcoholic Beverage Companies
6	Deviprasad Goenka Management College of Media Studies
7	Dorab R. Sopariwala
8	International Spirits & Wine Association of India
9	Ketchum Sampark Pvt. Limited
10	Mudra Institute of Communications
11	Nielsen (India) Pvt. Limited
12	Paul Media Services
13	Provocateur
14	Roger Pereira Communication LLP
15	Sayani Radiotel Advertising
16	S.P. Jain Institute of Management & Research
17	Spatial Access Pvt. Limited
18	Steve Cragg Advertising Pvt. Limited
19	Stratex Enterprises
20	The Tobacco Institute of India
21	Unique Blocks
22	Vridhhi Consulting



CHAIR ON CONSUMER LAW AND PRACTICE
 Established by National Law School of India University, Nagabhavi, Bengaluru, Karnataka
 Ministry of Consumer Affairs, Food and Public Distribution, Government of India

Invites you all for National Webinar on **Misleading Advertisement under Consumer Protection Act, 2019**
15th MARCH, 2021 (4-6 pm)

EMINENT SPEAKERS

- Mr. Nidhi Khare, Chairperson, Ministry of Consumer Affairs, Food and Public Distribution, Government of India
- Prof. (Dr.) Keshav Raj, Vairakule, National Institute of Advanced Legal Research, Bangalore
- Ms. Manisha Kapoor, The Secretary, Government of India
- Dr. Anika A. Padi, Advocate, Bangalore
- Mr. Y. S. Murthy, Chairman, National Law School of India University, Bangalore
- Prof. (Dr.) Ashish K. Patel, Chairperson, National Law School of India University, Bangalore

Object of the Webinar
 The aim of this webinar is to familiarize the participants with the legal implications of misleading advertisements and steps by which the consumer protect themselves from such mispractices. The Consumer Protection Act, 2019 came into force on 20th July, 2020 replacing the 31 year old Consumer Protection Act, 1930. The new Act strengthened the consumer protection specifically from Misleading Advertisement. The webinar will address the analysis of the provisions of CPA, 2019, specifically on Misleading Advertisement, in protection of consumers and aims to spread the awareness about the same.

Meeting ID: 961 2908 8945
 Passcode: 529956

35 YEARS OF ENSURING RESPONSIBLE ADVERTISING

- 1985-1986: ASCI FOUNDED on 21st October, 1985. 47 Founder Members.
- 1987-1988: ASCI Code approved in Advertising Codes Review Committee, All India Radio.
- 2004-2005: Government of India accord recognition for advertising self-regulation.
- 2007-2007: Member of European Advertising Standards Alliance.
- 2007-2007: Member of European Advertising Standards Alliance (EASA).
- 2012-2012: Launched the media monitoring through National Advertising Monitoring Service (NAMMS).
- 2013-2013: Work European Advertising Standards Alliance (EASA) and Global Alliance.
- 2014-2014: Launch of Learning programme for advertising professionals, marketing students, etc. Guidelines for Advertising Professionals.
- 2015-2015: Launch of WhatsApp number (+91772022345) - encouraged for success of app. MoU with Food Safety and Standards Authority of India to address misleading F&B ads. Guidelines for Disclaimers.
- 2016-2016: MoU with Ministry of AYUSH to regulate misleading ads.
- 2017-2017: Guidelines for Celebrities.
- 2018-2018: ASCI to be the executive committee of International Council of Advertising Self-regulation.
- 2018-2018: Ministry of Information & Broadcasting issues advisory to all TV Broadcasters to carry ASCI symbol adjacent to their ads.

INFLUENCERS UNITE!
 Join ASCI's webinar on Influencer Advertising Guidelines
30th June at 3 P.M.

Supported by: **bigbang**

Some of our successful collaborations with the government

- MoU with Dept of Consumer Affairs for online complaints; **15,000 processed in 5 years**
- MoU with Ministry of Ayush to spot **misleading claims**
- MoU with FSSAI to address **misleading advertisements in F&B sector**

What The Hashtags On My Content Mean!

pokeify Webinar
 22 July 2021 Thursday 4:00 to 5:00 pm
 Register for Free on pokeify.com/events

Everything you need to know about ASCI Influencer Guidelines

- Lloyd Mathias, Business Strategist & Investor, Moderator
- Manisha Kapoor, Secretary General, ASCI
- Juhie Gowara, Brand, Content & Digital Lead, Philips India
- Abhishek Arthasa, Founder, Ginger Monkey
- Dr. Nimarita Bhatia, Mom Influencer
- Abhishek Kar, Finance Influencer
- Rashmi Chhabra, Travel Influencer

ECHO THE VOICE OF RESPONSIBILITY
 Join Scherezade and Janice for a discussion on our Influencer Advertising Guidelines.
Today at 8 P.M.

Hosts

Supported by: **bigbang**

Trust in Advertising

ADVERTISERS | ASCI | nielsen
 The Advertising Standards Council of India
 Do you ever trust advertising?

The Global DEI Census
 June 21-July 31, 2021

World Federation of Advertisers | campaign | KANTAR | VCRM | eACC | ADVERTISINGWEEK | LIONS | effie | GWI

This year saw both a consolidation of ASCI's strengths as well as significant foray into newer areas, as we took on a fuller mandate of a self-regulatory organization upon ourselves. ASCI Chairman Subhash Kamath identified the following key priorities as he took the helm in September 2020 and this helped to sharpen our focus - To get started right away, just tap any placeholder text (such as this) and start typing to replace it with your own. Here is a recap of the key developments for the year 2020-21.

1. **A future facing ASCI embracing digital and technology at its core**
2. **Collaborative development of guidelines to address new and emerging areas of consumer concerns**
3. **Engaging deeply with government regulators**
4. **Launching services of greater value and utility for our members and the industry**

REGULATORY DEVELOPMENTS

ASCI has had several rounds of discussions with Ms. Nidhi Khare, Commissioner of the newly formed Central Consumer Protection Authority (CCPA), and we also had the opportunity to present our proposal to Shri Piyush Goyal, Piyush Goyal, Minister of Commerce & Industry, Consumer Affairs & Food & Public Distribution and Textiles, Government of India. The minister was very appreciative of ASCI's work and has asked CCPA to consider working closely with ASCI for the common objective of consumer protection.

The CCPA also asked ASCI to give its inputs to the revised draft of the Advertising guidelines proposed, as well as requested ASCI to prepare a report on how to address the issue of misleading ads on Teleshopping. The same was submitted to the CCPA in January 2021.

ASCI also had a meeting with Shri Prakash Javadekar, Hon Minister, Ministry of Information & Broadcasting (MIB) to propose a role for ASCI in the monitoring of advertisements on the OTT platforms by extending The Advertising Code enshrined in the Cable Television Network Regulation Act. On June 17th, 2021 through a notification, the MIB further strengthened the role of ASCI and its processes.

ASCI also worked closely with MIB on other fronts such as the Guidelines for Online Real Money Gaming. ASCI's guidelines, developed after consultation with several stakeholders, were highly appreciated in a meeting with MIB, DoCA as well as MEITY. MIB put out an advisory backing the same on December 4, 2020. In addition, ASCI also worked closely with MIB and The Central Board of Film Certification (CBFC) to develop guidelines for new brand launches for brand extensions of restricted categories. The same was adopted by CBFC on March 24, 2021.

ASCI was included as a special invitee to the "Empowered Group 8" on covid awareness. At this multi-ministerial initiative, ASCI was able to contribute through our thoughts and suggestions, which were well appreciated by all. ASCI also had the opportunity to present the work we have done on misleading ads pertaining to COVID at this forum, which was again well appreciated by the members of this group, which is chaired by the Secretary MIB, Shri Amit Khare (now Shri Apurva Chandra).

ASCI continued to be called upon to provide information on its work on misleading and objectionable ads in the parliament sessions. Eight questions were supported by ASCI in the parliament sessions of 2020-21.

ASCI also recently signed an agreement with FSSAI to identify and share food advertisements that are in potential violation of Food Safety and Standards (Advertising and Claims) Regulations, 2018. These advertisements are scrutinized for prima-facie violation of FSSAI rules by an expert council set up exclusively for this purpose comprising experts in the area of food and legal affairs.

UNSTEREOTYPE ALLIANCE

ASCI became a founding ally of the India chapter of the UNSTEREOTYPE alliance, a global alliance by the United Nations Women to reduce gender stereotyping in advertising. The alliance creates a network of advertisers, agencies and allies to formulate initiatives that take forward the agenda of the alliance. This will also support ASCI's agenda of making advertising more responsible.

Management Discussion and Analysis Report (continued)

THOUGHT LEADERSHIP INITIATIVE- GENDERNEXT:

ASCI announced a significant thought leadership initiative by way of GenderNext, a study to understand the depiction of women in advertising. The study aims to provide new starting points to advertisers, as well as be useful to policy makers, academia and civil society on how advertising can be more progressive as well as more relevant to the changing realities and aspirations of women today.



For this, we have partnered with Futurebrands, a team of some of India's foremost brand thinkers, with a deep understanding of change in India. The study draws upon several enquiries including primary work in 10 centres and across social media, a decode of over 500 ads, detailed discussions with advertisers, creative leaders, policy makers and domain experts, secondary work done on media theory, as well as insight mining from Bharat Darshan, a decade long study mapping change in India. The study will be released in October 2021, and is expected to be a seminal piece of work that will shape the narrative of advertising on this issue, and make it more responsible and progressive.

THOUGHT LEADERSHIP INITIATIVE - TRUST IN ADVERTISING REPORT

ASCI, with the support of the Indian Society of Advertisers undertook a massive exercise across India to gauge consumer trust in advertising. (Over 2000 consumers across 20 centres)

The key findings of the report indicate that

- Eight out of 10 people trusted advertising messages across media.
- TV (94%) was the most common medium for consumption of advertising, followed by digital (82%), print (77%) and radio (29%). Viewership of TV ads is driven by non-metro markets. Interestingly, viewership of ads on digital is the same in rural (82%) as it is in metros (83%).
- Advertising seen on traditional media continues to enjoy high trust amongst consumers. Advertising in newspapers (86%) emerged as the most trusted, closely followed by that on TV (83%) and Radio (83%). Text/SMS ads were the least trusted at 52%.
- Among sectors, audiences displayed a very high level of trust for advertisements of educational institutions at 82%.
- About 70% of the respondents said they trust advertisements which are endorsed by celebrities.

A study by ASCI and Indian Society of Advertisers showed...

82% of consumers displayed trust in advertisements of educational institutions

ASCI The Advertising Standards Council of India

INCREASE AWARENESS AMONG CONSUMERS THROUGH "CHUP NA BAITHO" CAMPAIGN

One of the findings of our Trust in Advertising Report was that consumers often only discuss misleading ads with friends and family, rather than complain about it. To address this issue, ASCI decided to embark on a provocative campaign called "Chup na baitho" which encouraged consumers to be aware of misleading ads and speak up about them. We registered a 3X increase in our website and the campaign reached close to 1M social media users. We also tied up with a women's community of over 37K women called "Gurgaon moms" who represent digital savvy women, and posted awareness messages there too, leading to good discussions in the group.



Want to be a responsible influencer? Here's a guide!

Check out ASCI's guide to the Influencer Advertising Guidelines.



ASCI.SOCIAL AND INFLUENCER ADVERTISING MONITORING

Through a collaboration with Big Bang social, ASCI created an online destination called [asci.social](#) for influencers and industry to understand our new guidelines, take the responsibility pledge, as well as listen to industry leaders and leading content creators on their views pertaining to responsibility in advertising. We also tied up with Reech, a French digital service provider to monitor influencer content for paid communication with disclosures. This platform uses AI algorithms to identify potentially violative posts on social media.

DIGITAL UPGRADE OF COMPLAINTS MANAGEMENT SYSTEM

To embrace the digital age, ASCI has made a massive investment of time, effort and resources to completely overhaul the complaints management system. The new system is expected to bring about greater ease of access for complainants, advertisers as well as the ASCI team. Automation of messages, notifications, reminders, calendars, opinions, recommendations are all envisaged to bring about a huge change in how we operate. The new system will also have an archival system supported by Artificial intelligence and Machine learning to convert all our archives into easily accessible

knowledge. While this system upgrade is taking a massive amount of time investment by our team, once ready it is expected to have a significant impact on the smooth functioning of ASCI. Saheli Sinha and Beverley Affonso from the complaints team are leading this project with Aspirenext, our technology partner. We had an exhaustive briefing and evaluating process, where we were mentored by Mr. Rajesh Patel of Powerweave, who selflessly gave his time to support ASCI. We are truly thankful to the team working on this project.

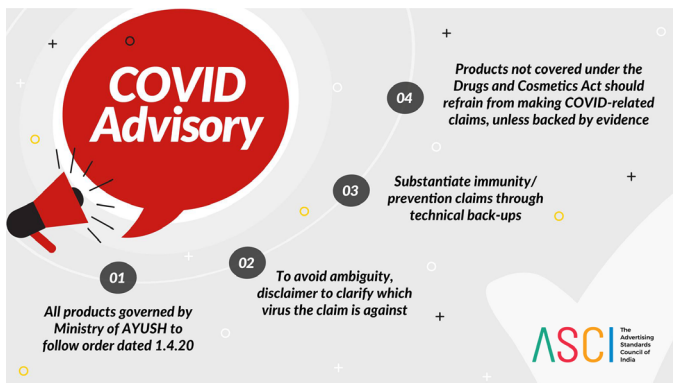
NEW GUIDELINES

ASCI brought out the following guidelines and advisories:

- In December 2020, ASCI released its guidelines for Online Real Money Gaming. Alarmed by the spurt in advertisements in this sector that had the potential to cause consumer harm, ASCI was approached by the Ministry of Information and Broadcasting to develop some norms for regulating the ads of the real money gaming industry. Post consultations with industry and other stakeholders, ASCI released the same which was welcomed by the industry as well as supported via an advisory by MIB.



- After extensive consultations with industry, advertisers, influencers and digital platforms, ASCI developed draft guidelines for influencer advertising in digital media. These were put up for public consultation on February 22, 2021 and several industry bodies and individuals engaged with ASCI on their points of view. The guidelines were extensively debated and discussed in several social media forums and created an environment for self-regulation for a fledgling industry. ASCI received overwhelming positive feedback and support for these guidelines. ASCI added to its guidelines for brand extension of restricted categories. This was necessitated by changing norms for retail distribution given the high prevalence of online distribution for new brands. Again, extensive discussions were held with industry bodies as well as individual organizations before finalising the same. ASCI was also in close touch with MIB and CBFC to align the guidelines so that the industry would benefit from a collaborative approach. These guidelines were added on March 18, 2021.



- In October 2020, ASCI put up an advisory to advertisers and agencies on Covid-19 related claims. The guidelines outlined the standard of evidence that would be required to make claims promising protection from the virus. This being a crucial time for public health, such a guideline made it clear that only ads that were based on clear scientific evidence would pass ASCI's scrutiny.

INTERNATIONAL COUNCIL FOR AD SELF-REGULATION (ICAS)

ASCI's efforts were greatly recognised at the International Forum whereby at the ICAS awards, ASCI won in 2 out of the 4 award categories, and received a special mention in a third. The ASCI Secretary General, Manisha Kapoor also was elected as one of the 4 global Vice-Presidents of the ICAS executive council. ASCI regularly participates in digital webinars of ICAS where we can network with the heads of over 30 SROs across the world, exchanging ideas, expertise and knowledge sharing. The ASCI chairman and Secretary General also have had detailed discussions with SROs of UK and Spain to understand some of their initiatives better and to understand the potential for India. We worked closely with the French SRO ARPP to understand their monitoring service for influencers, which then became the basis for ASCI's own surveillance system. ICAS President Mr. Guy Parker, also participated in the Influencer webinar hosted by ASCI on World Social Media day on June 30th 2021.

REVISION OF THE COMPLAINTS HANDLING PROCEDURES

During the year the ASCI Secretariat took the initiative to revisit the complaints handling procedures. The procedures were revised to include more clarity pertaining to the various processes followed at ASCI. Some procedures that have been followed to aid better processing of complaints but were not clearly indicated were spelt out for greater clarity. Changes were made in parts where the procedures could be improved to meet the principles of natural justice.

New procedures were introduced during the year. Those include the Exparte Upheld by Secretariat and the Procedure for Handling Breach of ASCI Guidelines for Influencer in Digital Media. These were also put under examination and revisions were made to the process handling breach of ASCI guidelines for influencer advertising in digital media. The number of days provided to advertisers and influencers to respond to the complaints as well as the period to comply with recommendations or resolutions were increased from what it was earlier set at.

Overall, revisions were made to the procedures to make complaints handling more just and transparent.

MEMBERS OF THE BOARD OF GOVERNORS

During the financial year, Mr. Sivakumar Sundaram and Mr. Umesh Shrikhande tendered their resignation from the Board. The Board wishes to place on record its gratitude for their valuable time and contribution during their tenure. The Board was delighted to welcome Mr. Partha Sinha to the Board of Governors.

CONSUMER COMPLAINTS COUNCIL (CCC) MEMBERS

During the year Mr. Vaibhav Kulkarni and Ms. Hephzibah Pathak retired from the CCC after completing a total tenure of ten years. Ms. Manisha Kapoor, Ms. Rashi Goel, Mr. Rajiv Mathrani, Mr. Suhas Pingle and Mr. Shambhu Sista tendered their resignation. Ms. Minakshi Achan, Mr. Sunayan Mitra, Mr. Basant Rathore and Mr. V.R. Rajesh were appointed to fill the vacancies. The Board of Governors places on record their profound gratitude to current and retiring members of the CCCs for their very generous contribution of time and expertise.

MEMBERSHIP

The Council depends on the support it receives from advertisers, media and advertising agencies. Your Council is pleased to report that 30 new members enrolled during the year as a result of a membership drive through digital media. However, 66 members did not renew their membership. Many dropouts are due to the Covid-19 situation. The total number of members now stands at 320 compared to 356 last year.

ANALYSIS OF ADVERTISEMENTS COMPLAINED AGAINST DURING 2020-21

The ASCI team looked into **6149** complaints in the year 2020 - '21 as compared to 7772 complaints in the year 2019 - '20. These figures are not strictly comparable owing to the ongoing pandemic situation that had life and work heavily disrupted for the first two quarters of the current year. There was an overall decrease in the number of advertisements being published in traditional media. The numbers started picking up gradually in the third and the fourth quarter, nevertheless, the year was not the same as other usual years.

ASCI received **3303** complaints directly through various sources such as online on web-site, ASCI mobile app, WhatsApp number, GAMA portal, email and letters and **2846** complaints were picked up Suo Motu.

Detailed analysis of advertisements looked into under various processes:

FY 2020-21 was a rough one for the advertising industry because of the turmoil caused by the COVID-19 pandemic. Consumers were vulnerable and so were brands. In this scenario, the role played by the Advertising Standards Council of India (ASCI) in protecting consumer interests was even more vital. ASCI's initiatives and guidelines helped brands, agencies and other stakeholders cope with a changing marketing paradigm and shape the industry's narrative in one of its toughest phases ever.

The year started with a significant disruption in ASCI's own monitoring set up, however by June 2020, work from home and connecting through technology saw ASCI get back into the full swing of things. From the first quarter itself of the pandemic, following a directive from the Ministry of AYUSH asking for ASCI to identify advertisements that violated its advisory dated 1st April 2020, ASCI escalated **236** objectionable ads to the **Ministry of AYUSH**. While **164** ads complied and modified the untrue claims, 73 covid related advertisements needed further investigation and action by the Ministry due to non-compliance. In addition to this, ASCI picked up advertisements of several other categories such as paints, apparel, detergents, skin care, ACs, fans, water purifiers, plywood and laminates, supplements and food- all promising Covid related benefit. In all, **332** covid related ads were picked up by ASCI through consumer complaints as well as its own monitoring, yet only **12** of these ads were actually able to substantiate the claims they made. ASCI's expert panel that comprises highly seasoned microbiologists were kept busy examining Covid related evidence provided by advertisers. Given the rampant exploitation of vulnerable consumers in the pandemic situation, ASCI issued a COVID advisory in October 2020, giving advertisers a clear directive to fully substantiate their COVID related claims through recognized testing facilities.

Besides COVID complaints, the ASCI Consumer Complaints Council (CCC) also processed **1406** complaints in the education sector, 285 complaints against food and beverage advertisements and 147 complaints related to personal care.

The independent Consumer Complaints Council (CCC) convened virtually 37 times during the year and deliberated on complaints pertaining to **3402** advertisements. ASCI achieved a **97% compliance** rate from advertisers on its recommendations, scoring a strong point for the efficacy of self-regulation.

Complaints against **364** (versus 192 in 2019-20) advertisements were found to be, prima facie, in violation of The Drugs & Magic Remedies (DMR) Act or The Drugs & Cosmetics Rules (Schedule J). These were promptly escalated to the **Ministry of AYUSH** or the **Ministry of Health and family welfare**, as the case may be, for their immediate attention. In several cases, the State AYUSH officials, FDA or the Central Council for Indian Medicine (CCIM) also issued show cause notices to the concerned advertisers.

Management Discussion and Analysis Report (continued)

Informal Resolution (IR) was opted for by the advertiser for **462** advertisements, and Informal Resolution by the Secretariat (IRS) was offered for **170** advertisements. Informal resolution refers to the process whereby the advertiser, on receipt of a complaint by ASCI, admits of the lapse and decides to modify or withdraw the advertisement without any further formal investigation needed. For these advertisements, the average period of receipt of complaint to compliance confirmation was under twenty business days, showing a significant impact in speedy grievance redressal of complaints, along with a direct contribution to increasing efficiency and effectiveness of the ASCI processes.

Complaints were Upheld against **1920** advertisements (versus 2126 in 2019-20) for which ASCI received 97% compliance rate, whilst 3% of **non-compliance** has been **reported to the concerned regulatory authorities**. Complaints against **247** advertisements were Not-Upheld as the advertisements were not considered to be objectionable or in contravention of the ASCI code. **Three** complaints are *sub-judice*.

The maximum number of advertisements looked into pertained to violations of Chapter I of the ASCI code i.e., advertisements that complainants considered to be making false, unsubstantiated or misleading claims (3180). Other complaints were - Under Chapter II - advertisements that were complained against for being offensive or indecent (57), Chapter III - encouraging or depicting dangerous practices (437- excluding DMR violations) and Chapter IV- Unfair in competition (20). (Note: complaints against some advertisements covered more than one Chapter of the ASCI code.)

The maximum incidence of violative advertisements has been observed in the education sector (1406), followed by the healthcare Sector (967) medicinal products (i.e. (635) and Healthcare Services/ Clinic (332).

Other sectors where violative advertisements have been observed are in Food & Beverages (285) and Personal Care (147).

Percentage share of media on which advertisements looked into, appeared:

Through ASCI's Suo Motu initiative under "National Advertisements Monitoring Service" (NAMS), 2846 advertisements were looked into by the CCC. About 61.86% of these advertisements were published in the print media, 31.98% were published in Digital Media whereas 5.98% were television advertisements. While the rest were a result of Suo Motu complaints against advertisements in Hoarding, promotional material etc.

Among 556 advertisements that were complained against by end consumer, competitors, consumer organisations. Approximately 47% were those appearing in the digital medium such as OTT platforms, social media & advertiser's websites followed by Television (~34%) and those that appeared on Print media (~10%). In comparison, fewer complaints were received against advertisements on other media such as product packaging, promotional material, hoardings etc.

Split of number of advertisements complained against as per the source/nature of complainants:

General Public

Members of the general public complained against 418 advertisements out of the 556 non-NAMS advertisements. In 70 cases, the advertiser sought Informal Resolution by ensuring prompt compliance and 45 cases were resolved by the Secretariat based on the nature of complaints being such that it did not require any further action or were advised to make suitable changes in the advertisement.

Of the remaining cases, the CCC considered complaints against 111 advertisements to be valid, and therefore Upheld; whereas the CCC did not uphold complaints against 188 advertisements. Two advertisements were in violation of the Ministry of AYUSH advisory on Covid-19. One advertisement was in contravention of The Drugs & Magic Remedies Act and one was *sub-judice*.

Intra Industry Complaints

ASCI received complaints against 68 advertisements on an "intra-industry" basis. In 23 cases, the advertiser availed Informal Resolution of complaint, by ensuring prompt compliance. Of the remaining 45 advertisements, complaints against 36 advertisements were upheld and nine advertisements were not upheld.

Fast Track Complaints (FTC)

ASCI received intra-industry complaints against 30 advertisements that were lodged by ASCI members on a "Fast Track" basis. Of these, complaints against 19 advertisements were upheld, while complaints against eight advertisements were not upheld. In two cases the advertiser availed Informal Resolution of complaint by ensuring prompt compliance and one was considered *sub-judice*.

Complaints originating from Consumer Organizations

The total number of advertisements complained against by various Voluntary Consumer Organizations (VCOs) were 30 out of which 10 advertisements were flagged by CERC while 7 advertisements were flagged by Mumbai Grahak Panchayat and 13 advertisements were registered by other consumer organizations.

For 7 complaints, advertisers ensured time bound compliance as soon as the complaint was intimated to them by the ASCI Secretariat. For 6 cases, the advertiser promptly assured compliance opting for Informal Resolution of complaint, while one was resolved informally by the Secretariat. From the remaining 23 cases, complaints against 14 advertisements were upheld and complaints against seven advertisements were not upheld. One advertisement was in contravention of The Drugs & Magic Remedies Act and one was considered *sub-judice*.

Suo Motu Complaints

ASCI processed Suo Motu complaints (originating from either the CCC, Board members or the ASCI Secretariat) against 629 advertisements.

Of these, complaints against 56 advertisements were upheld and two were not upheld while for 54 advertisements, the advertisers sought Informal Resolution and three cases were informally resolved by the Secretariat. 293 advertisements were in potential violation under the Drugs & Magic Remedies Act and were referred to the concerned Regulator. 221 advertisements which were in violation of The Ministry of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy (AYUSH) order dated April 1, 2020 prohibiting publicity and advertisement of AYUSH-related claims for COVID-19 treatment were directly reported to the Ministry of AYUSH.

Government and Regulatory Authorities

While ASCI has received over 60+ complaints from various Government departments in the year 2020-2021 most of these pertained to advertisements already looked into by the CCC. During the year ASCI processed complaints against 10 advertisements received from various government departments on behalf of the general public. Of these, one case was Upheld, while seven cases were Not Upheld. In two cases the advertiser availed Informal Resolution of complaints by ensuring prompt compliance.

NAMS Complaints

Out of the 3402 advertisements complained against during the year, 2217 advertisements were picked through a suo motu surveillance of print, television and Digital media through the NAMS initiative. For a large number of advertisements (305), advertisers assured time bound compliance as soon as they received ASCI's communication and they were closed out under the Informal Resolution Procedure and 121 advertisements were informally resolved by the Secretariat. 69 advertisements were in contravention of The Drugs & Magic Remedies Act or The Drugs & Cosmetics Rules (Schedule J). Of the remaining 1709 advertisements, the CCC considered 1683 advertisements to be misleading and therefore Upheld, complaints against 26 advertisements were Not Upheld. 13 advertisements were reported to the Ministry of AYUSH in violation of their order which prohibits publicity and advertisement of AYUSH-related claims for COVID-19 treatment.

Consumer Complaints Council's Review (CCC-Review)

From April 2020, ASCI initiated a new review process which provided aggrieved advertiser's/complainant's an opportunity to seek a review of the recommendations provided by the CCC/FTCP, by relying upon additional material which had not been submitted before the CCC/FTCP when the complaint was being considered.

ASCI received 18 such requests for a CCC-Review. Of these, in 15 cases where the review was sought by the advertiser, continued to be Upheld; while 2 cases where the review was requested by the complainant were Not Upheld. One case was *sub-judice*.

Independent Review Process (IRP)

During the year, 12 matters came up for the Independent Review Process (IRP). IRP was sought by the advertiser in 11 cases, the appeal was rejected in six cases whereas five appeals went in favour of the advertiser. There was one case filed by the complainant that was rejected.

Report of the CCCs as submitted to the board is compiled and is provided in the Compilation of CCC Recommendations for 2020-2021.

PUBLIC RELATIONS, MARKETING AND SOCIAL MEDIA INITIATIVES

Through various initiatives and collaborations, ASCI sustained consistent visibility in PR and social media through the year. 2020-2021 has been one of the most impactful years in terms of ASCI's Public Relations. In the year, ASCI achieved more than 1,600 coverages, an average of 130 pieces of content about ASCI monthly. The impact of the media outreach has struck well enough to reach more than 900 million readers throughout the year.



Last year, our PR efforts helped us achieve an approximate PR value of **INR 420 M** in value of coverages. ASCI was consistently covered by leading media like Economic Times, Business Standard, Hindu Business Line, Mint, Financial Express, Times of India, ET Brand Equity, CNBC Awaz, Zee Business, NDTV, ET Now, Rajya Sabha TV, Quint, Moneycontrol and many more. All the sectoral media like Exchange4Media, MediaNews4u, Best Media Info, Adgully, Afaqs, Campaign India, MXM, too, covered ASCI regularly. The PR was able to garner over **420** print, **15** channel, and **1250** plus online coverages. Media interaction has been one of the key drivers for PR along with regular press releases dissemination and virtual press conferences. Not just the English media, but ASCI was also covered in over **140** regional media publications across the country including cities like Mumbai, Ahmedabad, Baroda, Bangalore, Bhopal, Bhubaneswar, Guwahati, Hyderabad, Jaipur, Indore, Jodhpur, Kanpur,

Kochi, Kota, Lucknow, Udaipur, Rajkot and Surat. Popular print publications including Maharashtra Times, Andhra Prabha, Mana Telangana, Navbharat, Hindustan Express, Dainik Bhaskar and Lucknow Times were among those who covered ASCI in the regional space.

On Digital our key agenda was to grow each platform by driving relevant, engaging and enriching conversations with our audiences. We focussed our efforts to target our communication on various Social channels as well as engage on to new emerging social media platforms like Clubhouse. Through various social media platforms we collectively reached over **4.4 M** users in the year. Our follower graph has seen a steady growth with over **28K** followers on Facebook, over **12.2K** followers on Twitter and **7.3K** strong professionals following us on LinkedIn. We have seen a 150% jump in Instagram followers in the year (from 1K to 2.6K this year).

ASCI also strengthened its presence through active collaborations with Big Bang Social and key social media influencers like Dolly Singh, Scherezade Shroff, Janice Sequeira, Karan Tacker among others for launch of ASCI's Influencer Advertising Guidelines.

To drive thought leadership, ASCI partnered with subject matter experts and noted industry professionals to write authored articles and blogs for key publications. We hosted many events for the media and the industry to spread awareness and create engagement.

The growth on all digital platforms is testament to the upward movement and being able to engage by creating meaningful content.

VOTE OF THANKS

The Board of Governors expresses its gratitude to the Department of Consumer Affairs (DoCA), the Ministry of Information and Broadcasting (MIB), Ministry of Electronics & Technology (MIETY), Central Board of Film Certification (CBFC), Ministry of Food Safety and Standards Authority of India (FSSAI) and the Ministry of AYUSH, for their ongoing support to ASCI.

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

The ASCI board is also grateful for the time and expertise offered by Chief Justice Mohit Shah (Retd.), Justice Dr S Radhakrishnan (Retd.), Justice Anand Vasant Nirgude (Retd.) and Justice Nishita Mhatre (Retd.), for being on our panel and conducting the IRP proceedings during 2020-21. We thank Mr. Kumar Manish and Mr. Kushagara Kansal of Kalp Associates, Delhi, and Mr. Ambadas Chatuphale, Mumbai for their advice and support in handling our legal cases. We thank Lalit Khanna and Co. and Lalit Khanna & Associates, our Auditors and Tax Consultants, Lathi & Co., our GST consultants, and A.K. Jain & Co. our advisors on company secretarial matters.

We would like to thank TAM Media for helping us with suo moto surveillance of television, print and digital media under the NAMS project; we also thank our French partners Reech, who help us monitor the influencer space on social media. We thank our tech agencies, Ultimate Computech, Aspirenext and Mayur Tanna for their tech support throughout the year. A big thanks to Pitchfork Partners our strategic communications agency, Rumor Projects our creative agency for their contribution in driving the ASCI mandate to various stakeholders. Our sincere thanks to Chase India and Mr. Bejon Kumar Misra for their consultation and advice on Public Affairs. And finally a big thank you to all our collaboration partners, Indian Society of Advertisers (ISA), Future Brands, Big Bang Social, and Narsee Monjee Institute of Management Studies (NMIMS).

ASCI had initiated several task forces to work towards a more future-facing, collaborative and technology driven ASCI. At the beginning of the year, we set up 4 task forces to create an action plan under each initiative. We would like to sincerely thank each member of the task force and the ASCI Secretariat for putting in their efforts towards bringing many of the initiatives to fruition. The members of the Digi-Tech task force were Mr. N S Rajan, Ms. Rashi Goel, Mr. Jehangir Gai, Mr. Rajesh Patel. Members of the thought Leadership task force were Mr. D Shivakumar, Mr. Madhusudan Gopalan, Mr. Paritosh Joshi, Mr. Dorab Sopariwala, Ms. Nisha Singhania, Mr. Ramesh T and Mr. Jaideep Shergill. Members of the new media task force were Mr. Harish Bhat, Mr. Sam Balsara, Ms. Aazmeen Kasad, Mr. Arun Anant, Mr. Amaresh Godbole, Mr. Dhruv Chitgopekar, Mr. Jaideep Shergill. The members of the advisory services task force were Mr. Saugata Gupta, Mr. Sunil Kataria, Mr. Bharat Patel, Mr. Narendra Ambwani, and Dr Jayesh Bellare.

Members of the Council and the Board of Governors express their appreciation to the Board's Consultative Committee - Mr. Narendra Ambwani, Mr. Sam Balsara, Mr. Bharat Patel, Mr. Ram Poddar and Mr. Dorab Sopariwala - for lending their support, time and expertise so graciously and generously. The Board of Governors would also like to thank our special invitees - Mr. Sunil Kataria, Mr. Saugata Gupta, Mr. Paritosh Joshi, Mr. R Ramakrishnan and Mr. Ram Raghavan for their valuable opinions and expertise during the year.

I would also like to congratulate and thank the ASCI Secretariat for their hard work and dedication to ASCI for complaints processing, achieving great efficiency by refining the processes, and providing invaluable service to the industry and consumers.

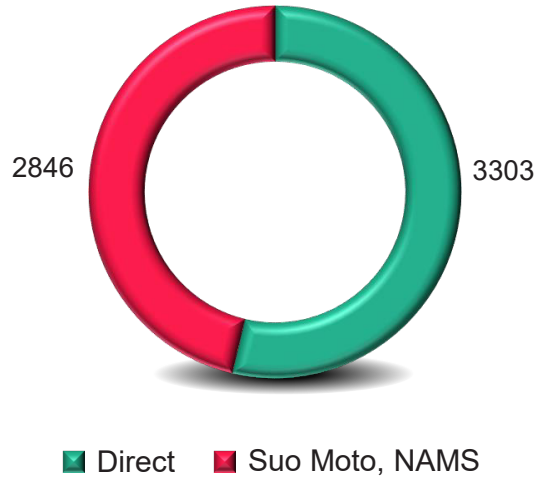
Last but not the least, I would like to acknowledge the contributions of my colleagues on the Board of Governors who have offered the very best advice and insights, which have helped ASCI to make significant progress during the year.

Subhash Kamath

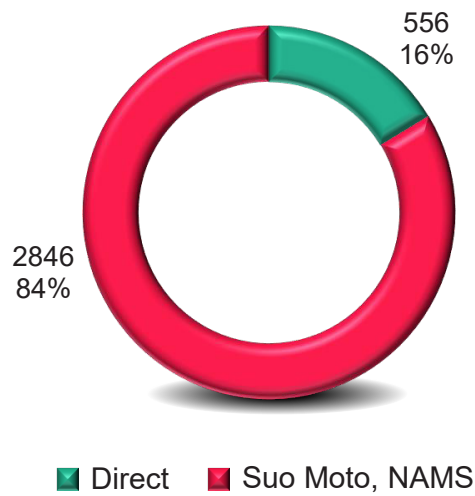
Chairman, ASCI

Total Complaints 2020 - 2021

Total Complaints looked into by ASCI 6149

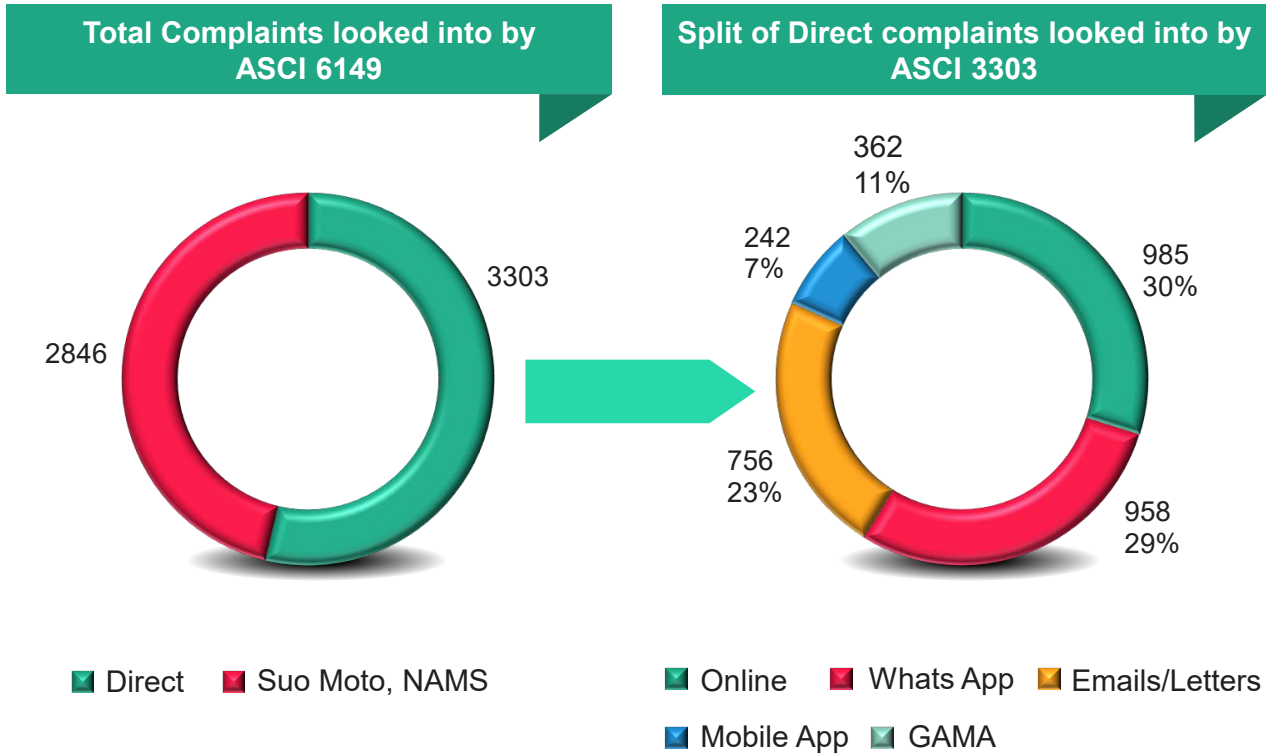


Total Advertisements Complained against 3402



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

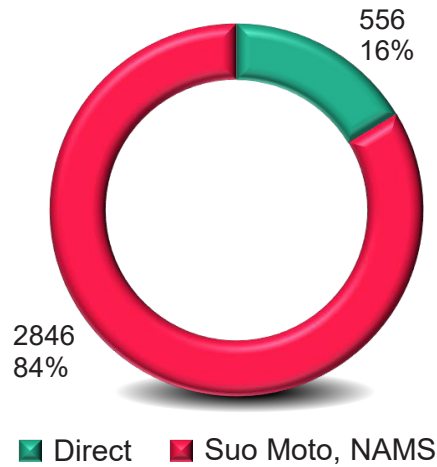
Total Complaints looked into by ASCI April 2020 - March 2021



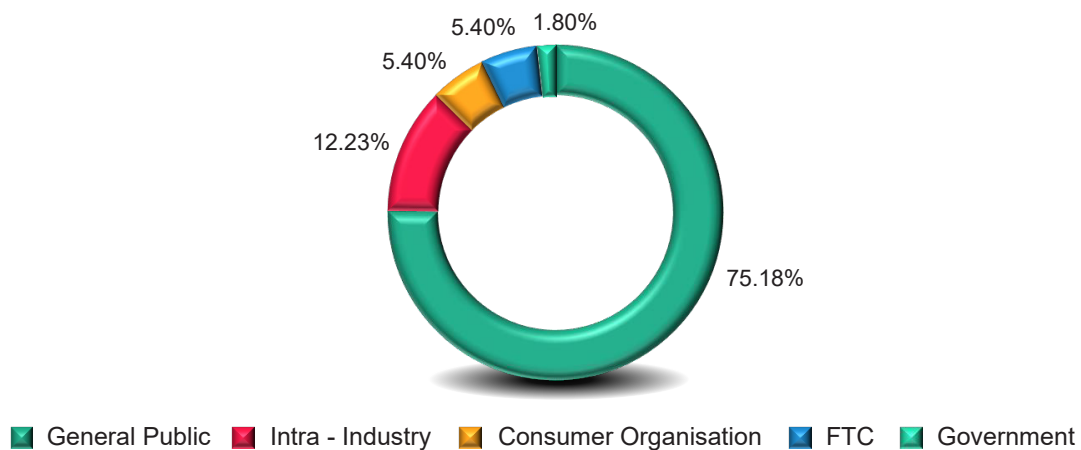
*Number of advertisements picked by Suo motu surveillance.
NAMS - National Advertisement Monitoring Service

Break-up as per Complaint Source 2020 - 2021

Total Advertisements Complained against 3402



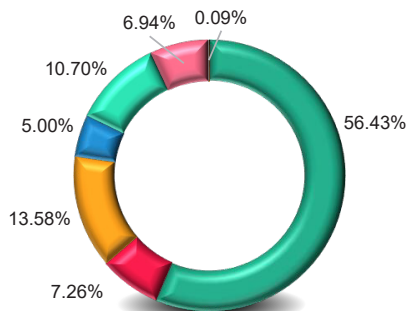
Direct Complaints - Source Wise Breakup



SOURCE	No. of Advertisements complained against					Grand Total
NAMS / Suo Motu	2846					2846
Direct	General Public	Intra Industry	Cons. Org	FTC	Govt.	556
	418	68	30	30	10	

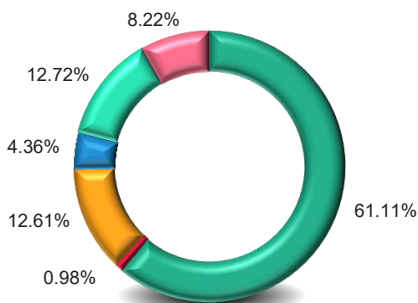
NAMS - National Advertisement Monitoring Service
 FTC - Fast Track Complaints (Intra Industry)

Total Advertisement - 3402



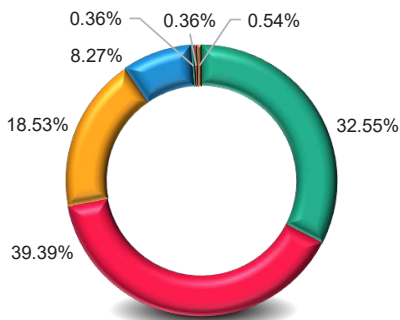
Recommendations*	3402
Upheld	1920
Not Upheld	247
Informal Resolution**	462
Informal Resolution by Secretariat (IRS)***	170
DMR****	364
COVID#	236
Sub-Judge	3

Suo Motu, NAMS - 2846



Recommendations*	2846
Upheld	1739
Not Upheld	28
Informal Resolution**	359
Informal Resolution by Secretariat (IRS)***	124
DMR****	362
COVID#	234
Sub-Judge	0

Direct - 556

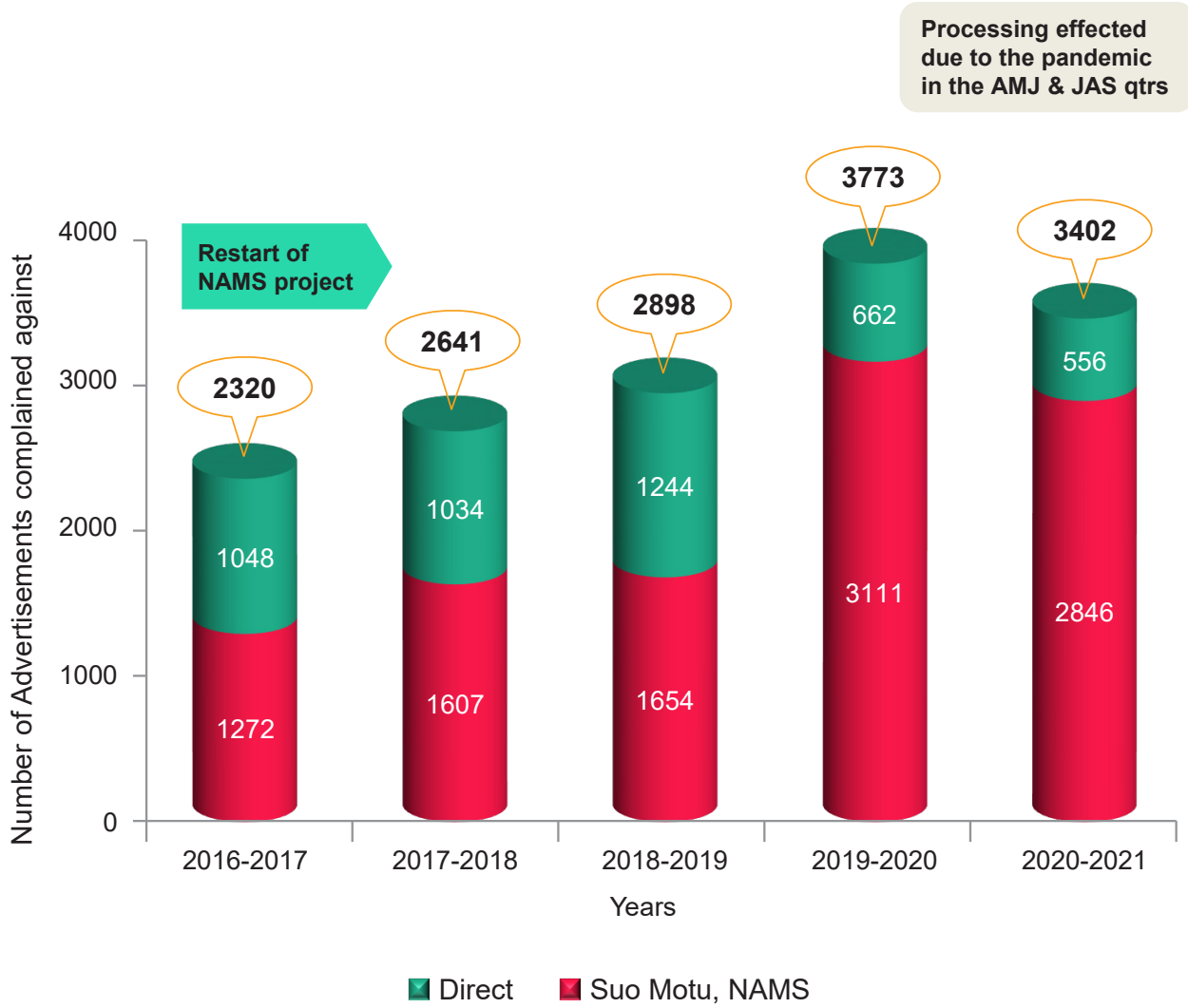


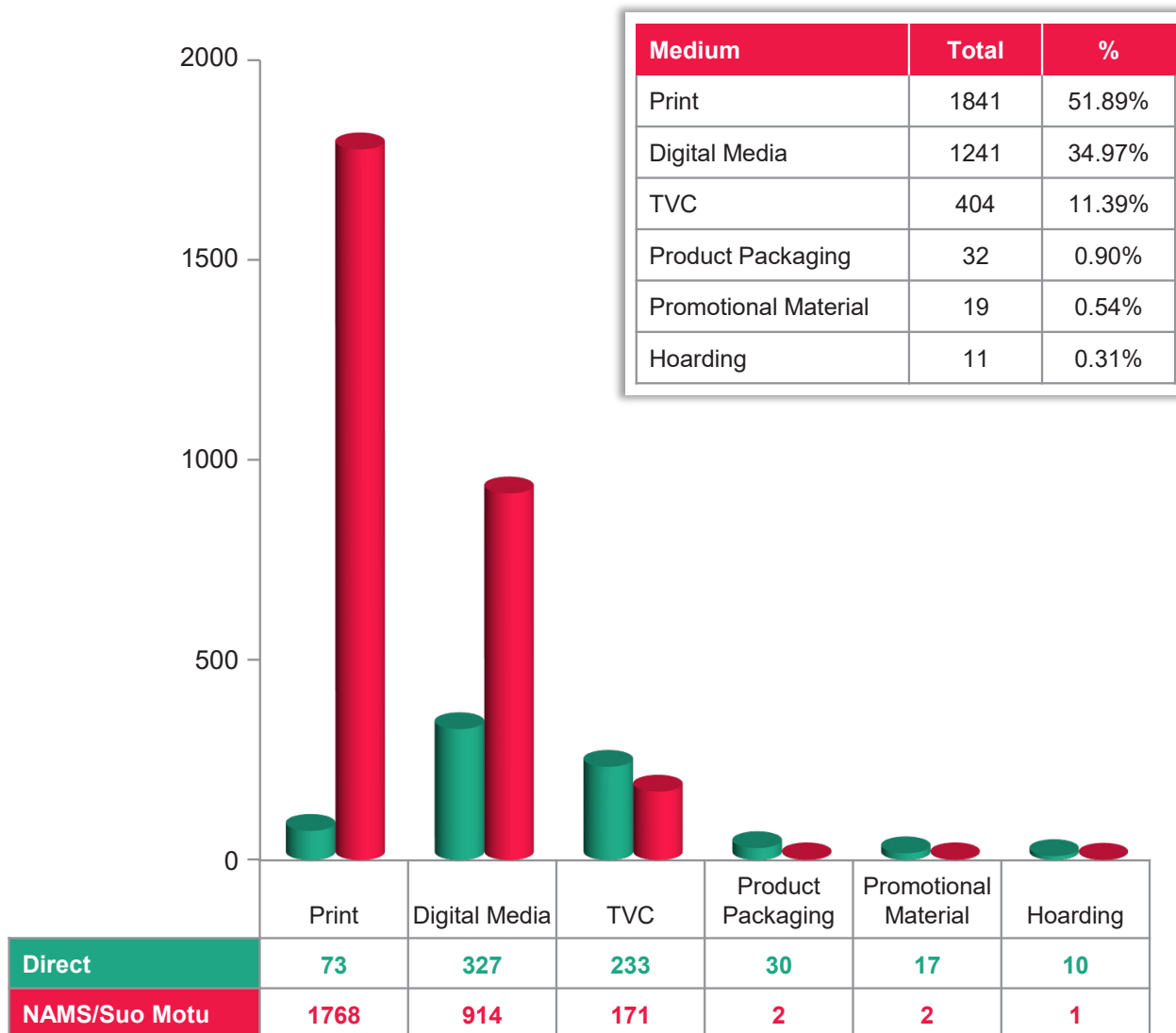
Recommendations*	556
Upheld	181
Not Upheld	219
Informal Resolution**	103
Informal Resolution by Secretariat (IRS)***	46
DMR****	2
COVID#	2
Sub-Judge	3

- Upheld
- Not Upheld
- Informal Resolution**
- Informal Resolution by Secretariat (IRS)***
- DMR****
- COVID#
- Sub-Judge

* Recommendations made by Consumer Complaints Council for complaints pertaining to Advertisements.
 ** Informal Resolution wherein advertiser withdraws or modifies the advertisement post receiving complaint.
 *** Informal Resolution by Secretariat wherein advertiser is advised by the Secretariat to withdraw/modify the advertisement.
 **** Drugs & Magic Remedies Act (DMR) #COVID – violation of AYUSH advisory prohibiting publicity & advertisement of AYUSH-related claims for COVID-19 treatment.

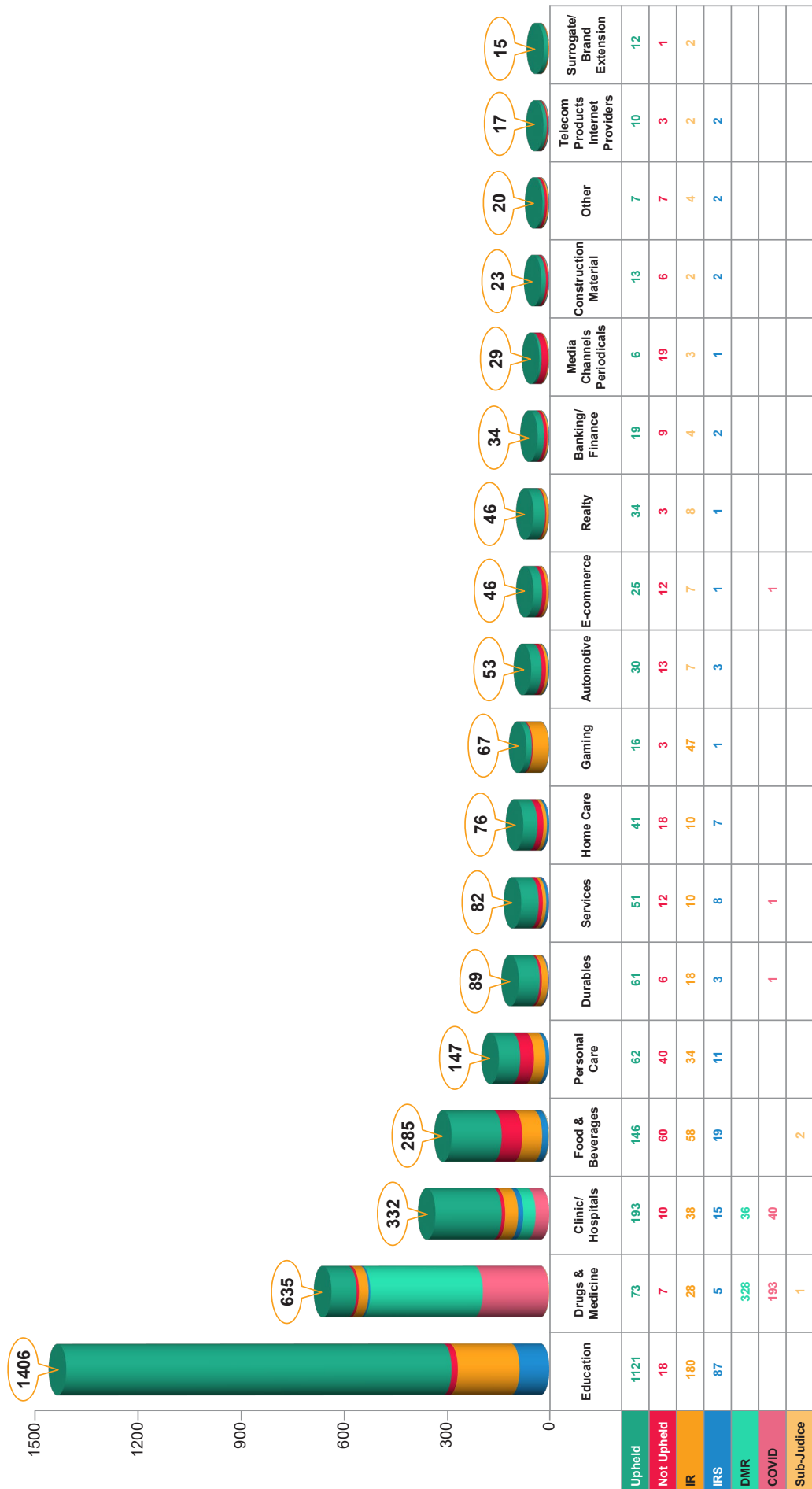
Advertisements Complained Against - 5 Year Trend





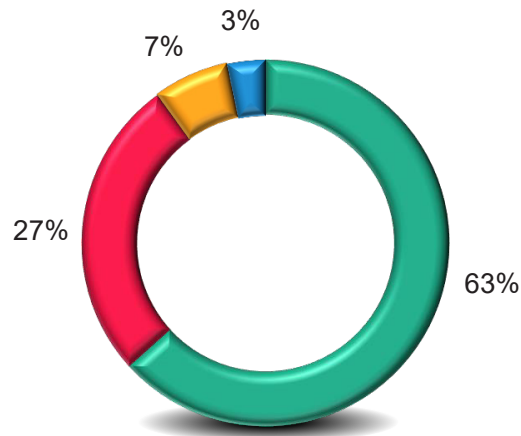
Note: some complained advertisements covered more than one medium

Category Distribution 2020 - 2021



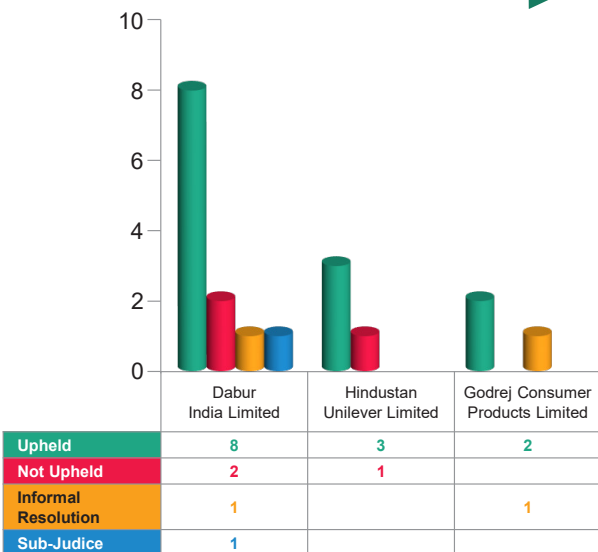
IR - Informal Resolution
 IRS - Informal Resolution by Secretariat

Fast Track Complaints - 30

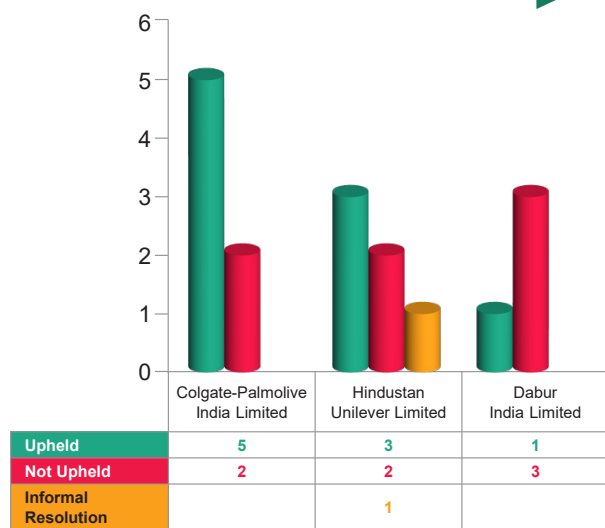


■ Upheld
 ■ Not Upheld
 ■ IR
 ■ Sub-Judice

Top Advertisers Complained against

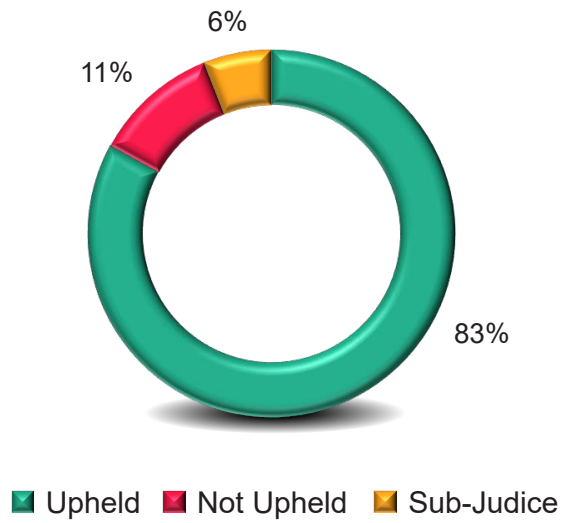


Top Complainants

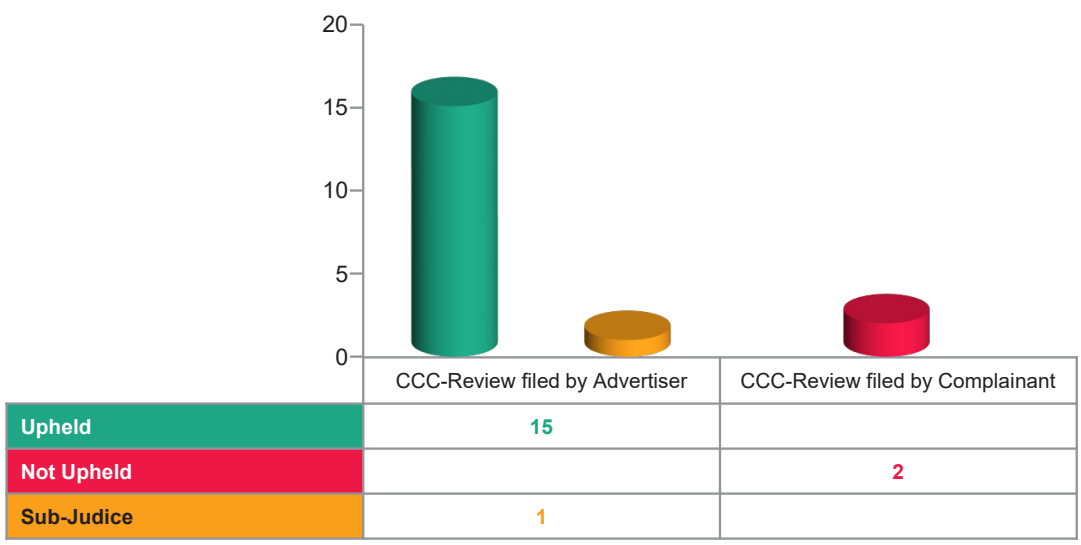


Consumer Complaints Council (CCC) - Review Analysis 2020 - 2021

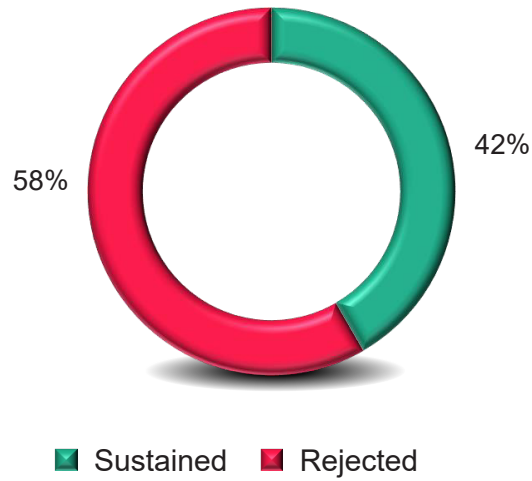
CCC-Review Cases - 18



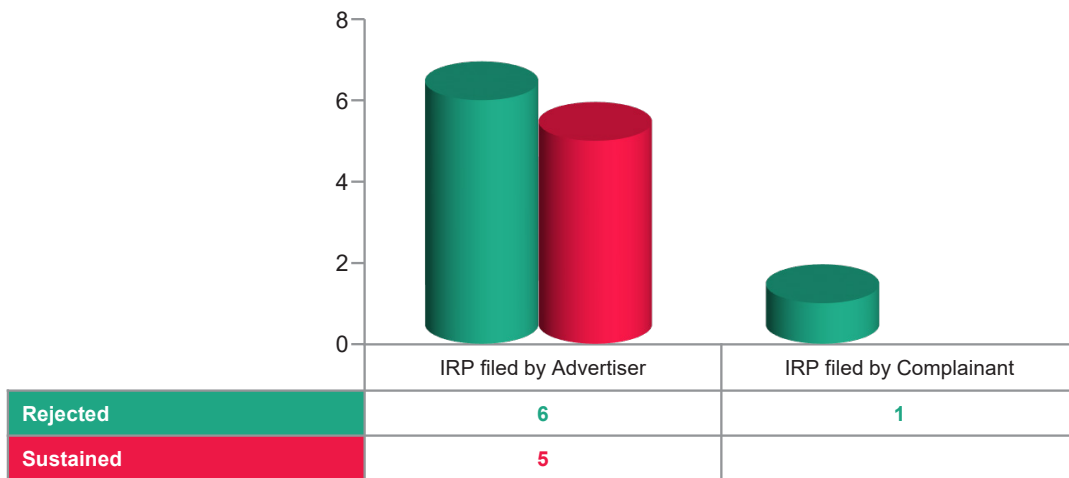
CCC-Review Analysis – Sought by Advertiser and Complainant



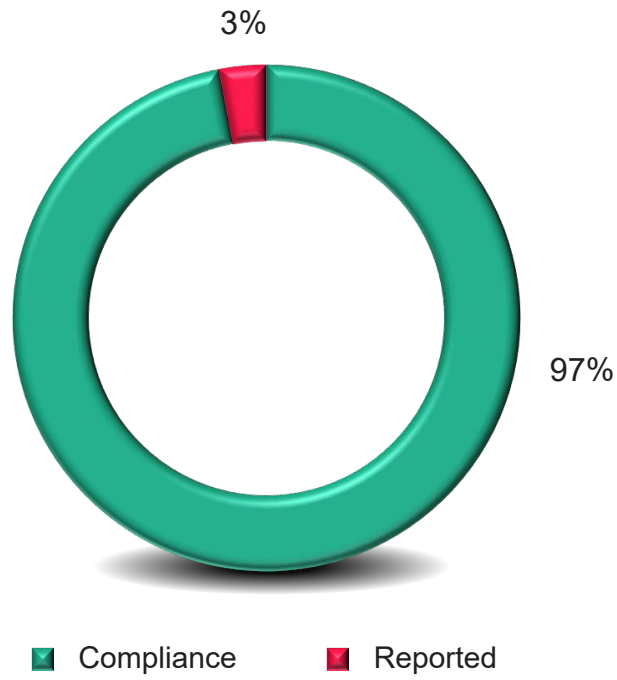
Total Independent Review Cases - 12



IRP Analysis – Sought by Advertiser and Complainant



Compliance Success Rate of 1920 Advertisements where complaints were UPHELD 2020 - 2021



Compliance Confirmed by Advertiser or through NAMS Tracking



ASCI sees sharp rise in misleading ads in Aug-Sept

NEW DELHI: The Advertising Standards Council of India (ASCI) said it received 90 per cent of the complaints made against advertisements in the August-September period.

The ASCI Consumer Complaints Council (CCC) evaluated the remaining 22 advertisements, of which, 10 were found to be misleading. The CCC also received 22 advertisements, of which, 10 were found to be misleading. The CCC also received 22 advertisements, of which, 10 were found to be misleading.

New norms for influencers from today

NEW DELHI: The Advertising Standards Council of India (ASCI) has issued new norms for influencers from today. The norms require influencers to disclose their relationships with brands and to avoid making false claims.

The ASCI has issued new norms for influencers from today. The norms require influencers to disclose their relationships with brands and to avoid making false claims.

Celebrity Influencers may be Roped in to Amplify Public Service Messages

NEW DELHI: The Advertising Standards Council of India (ASCI) is considering roping in celebrity influencers to amplify public service messages. This move is part of the council's efforts to combat misinformation and promote social responsibility.

The ASCI is considering roping in celebrity influencers to amplify public service messages. This move is part of the council's efforts to combat misinformation and promote social responsibility.



Manisha Kapoor, ASCI Secretary, with other members of the council.

Surrogate ads face stricter rules

NEW DELHI: The Advertising Standards Council of India (ASCI) has issued new rules for surrogate advertisements. The rules require brands to disclose their relationships with influencers and to avoid making false claims.

The ASCI has issued new rules for surrogate advertisements. The rules require brands to disclose their relationships with influencers and to avoid making false claims.

ASCI Teams Up with Cos for Study on Responsible Portrayal of Women in Ads

NEW DELHI: The Advertising Standards Council of India (ASCI) has teamed up with the Consumer Organisation for Women's Empowerment (COWE) to conduct a study on the responsible portrayal of women in advertisements.

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Complaints against 789 ads upheld in January-March period

NEW DELHI: The Advertising Standards Council of India (ASCI) has upheld 789 complaints against advertisements in the January-March period. The complaints were found to be valid and the advertisements were found to be misleading.

The ASCI has upheld 789 complaints against advertisements in the January-March period. The complaints were found to be valid and the advertisements were found to be misleading.

New norms for influencers

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ASCI, Futurebrands partner to study depiction of women in ads

NEW DELHI: The Advertising Standards Council of India (ASCI) has partnered with Futurebrands to conduct a study on the depiction of women in advertisements. The study aims to identify and address gender bias and stereotypes.

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Celebrity Influencers may be Roped in to Amplify Public Service Messages

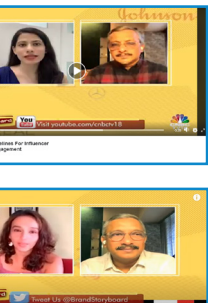
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Only 12 of 332 ads related to Covid found true: Ascii

NEW DELHI: The Advertising Standards Council of India (ASCI) has found that only 12 out of 332 advertisements related to COVID-19 were found to be true. The majority of the ads were found to be misleading and false.

The ASCI has found that only 12 out of 332 advertisements related to COVID-19 were found to be true. The majority of the ads were found to be misleading and false.



Manisha Kapoor, ASCI Secretary, with other members of the council.

ASCI goes for digital overhaul of services

NEW DELHI: The Advertising Standards Council of India (ASCI) is undertaking a digital overhaul of its services. The council aims to improve its online presence and streamline its processes.

The ASCI is undertaking a digital overhaul of its services. The council aims to improve its online presence and streamline its processes.

Full Disclosure: Why the influencer, social media user must label promotional posts

NEW DELHI: The Advertising Standards Council of India (ASCI) has issued guidelines for influencers and social media users to label their promotional posts. The guidelines require users to disclose their relationships with brands and to avoid making false claims.

The ASCI has issued guidelines for influencers and social media users to label their promotional posts. The guidelines require users to disclose their relationships with brands and to avoid making false claims.

ASCI Slams Brands Using Olympics Winners in Ads without Approval

NEW DELHI: The Advertising Standards Council of India (ASCI) has slammed brands for using Olympic winners in advertisements without the necessary approval. The council has issued a warning to brands to stop such practices.

The ASCI has slammed brands for using Olympic winners in advertisements without the necessary approval. The council has issued a warning to brands to stop such practices.



Manisha Kapoor, ASCI Secretary, with other members of the council.

ASCI partners with FSSAI to curb misleading claims in F&B ads

NEW DELHI: The Advertising Standards Council of India (ASCI) has partnered with the Food Safety and Standards Authority of India (FSSAI) to curb misleading claims in food and beverage advertisements. The partnership aims to protect consumers from false information.

The ASCI has partnered with the Food Safety and Standards Authority of India (FSSAI) to curb misleading claims in food and beverage advertisements. The partnership aims to protect consumers from false information.

Crypto Exchange Ads Under ASCI Scanner

NEW DELHI: The Advertising Standards Council of India (ASCI) has issued guidelines for crypto exchange advertisements. The guidelines require exchanges to disclose their risks and to avoid making false claims.

The ASCI has issued guidelines for crypto exchange advertisements. The guidelines require exchanges to disclose their risks and to avoid making false claims.

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Manisha Kapoor, ASCI Secretary, with other members of the council.

ENCASHING COVID FEAR 320 ads made wrong claims in '20-21: ASCI

NEW DELHI: The Advertising Standards Council of India (ASCI) has found that 320 advertisements made wrong claims during the COVID-19 pandemic. The ads were found to be misleading and false.

The ASCI has found that 320 advertisements made wrong claims during the COVID-19 pandemic. The ads were found to be misleading and false.

ASCI takes on new identity

NEW DELHI: The Advertising Standards Council of India (ASCI) has taken on a new identity. The council has rebranded itself and is now known as the Advertising Standards Council of India.

The ASCI has taken on a new identity. The council has rebranded itself and is now known as the Advertising Standards Council of India.

ASCI, FSSAI Team Up to Curb Misleading Claims in F&B Ads

NEW DELHI: The Advertising Standards Council of India (ASCI) and the Food Safety and Standards Authority of India (FSSAI) have teamed up to curb misleading claims in food and beverage advertisements. The partnership aims to protect consumers from false information.

The ASCI and the Food Safety and Standards Authority of India (FSSAI) have teamed up to curb misleading claims in food and beverage advertisements. The partnership aims to protect consumers from false information.

Ad regulator the Advertising Standards Council of India (ASCI) on Monday announced that it has signed an agreement with the Food Safety and Standards Authority of India (FSSAI) to safeguard consumers against misleading claims in food and beverage (F&B) advertisements.

The agreement was signed in the presence of Arun Singhla, CEO, FSSAI, and Professor Bejoir Arora, adviser, public affairs, ASCI, on 1 July. As per the agreement, ASCI will identify advertisements which prima facie violate provisions of Food Safety and Standards (Advertising And Claims) Regulations, 2018, and FSSAI will further investigate these.



IRDAI, besides having its own specific advertising guidelines for the insurance sector, also requires insurance advertisements to comply with the ASCI Code.

"ASCI too has noted misleading claims via consumer complaints and its own monitoring service."



"With great creative power comes great responsibility"

Mr. Subhash Kamath
ASCI Chairman (2020-21)




THE FUTURE OF HONEST ADVERTISING LOOKS VIBRANT.

Just like our new Logo!



Self-regulation

- Protects consumers by responding quickly and efficiently to concerns
- Is better placed to address societal changes
- Buils trust and guarantees a level playing field
- Adapts to technological developments and drives growth




How to decide between genuine brand extensions and surrogate advertising

Genuine brand extensions adhere to ASCI's Guidelines for Qualification of Brand Extension Product or Service. These guidelines lay down objective criteria to determine whether a brand extension is genuine.

Advertised

- Brand Extension with Govt. authority
- In-store Availability
- Sales Turnover
- Valid Certificate



[f/mediamer](https://www.facebook.com/mediamer)

New ASCI rules direct influencers to tell consumers that you are watching an ad and not an organic content.

influencers be like:



@media.memers

Dono alag alag hote hain kya?

/media.memers

The ads...

- Must not compare in a manner that confers an artificial advantage
- Must be factual and capable of objective substantiation
- Must not use or take advantage of another company's trademarks
- Must not denigrate other brands



Compliance rate over 90%


Our **compliance rate** over the years has been **over 90%**



WHICH OF THESE ARE AGAINST ASCI GUIDELINES

- A** SELLING HARMFUL PRODUCTS
- B** ENCOURAGING ILLEGAL ACTIVITIES
- C** PROMOTING VIOLENCE
- D** FEATURING CHILD INFLUENCERS

#ChupNaBaitho



HOW TO LODGE YOUR COMPLAINT

ON OUR WHATSAPP 77100 12345

TV-RECORDING, PRINT-CLIPPING, ONLINE-SCREENSHOTS & URL, OUTDOOR-PHOTOGRAPH, NAME-EMAIL-ID



Six Month COVID Report


We screened more than 500 ads to safeguard consumers



257 upheld

150	40	20	12	31
Healthcare	Education	F&B	Personal Care	Others

ASCI's Consumer Complaints Council looked at 287 ads in June & July. Complaints against 257 ads were upheld.



The Ad Report
March 2021

ASCI passed verdicts on **300+ objectionable ads**



Monitoring across the country in 14 languages

We screen 3,000 digital platforms, 32 national newspapers, 50 magazines and 425 TV channels





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

Tel: 24955077, 24955076, Fax: 24955071

www.ascionline.in, queries: contact@ascionline.in

