



The Advertising Standards Council Of India

July 17, 2020

ASCI Chairman – Rohit Gupta commenting on the new Consumer Protection Act set to be enforced from July 20, 2020.

“ASCI welcomes the new Consumer Protection Act set to be enforced from July 20, 2020. Our efforts, as the advertising self-regulatory body, are also to protect the consumers' interest. We expect to see a significant impact in the control of misleading advertisements - currently very high in Educational as well as Healthcare products and services sector and Teleshopping genre. We would soon be launching monitoring of potentially misleading advertisements appearing on Digital Media, in addition to the Print and TV surveillance. We see our role to be complementary and promoting responsible advertising by providing guidance to marketers and celebrities via Code for Self-Regulation in Advertising and Guidelines thereof. ”