

## **ASCI releases half-yearly complaints report for 2022; education sector and influencers lead violations**

- 14% increase in complaints; 98% of complaints registered on ASCI's new complaint management system TARA
- Personal care, food and beverage, healthcare are other areas of concern

**Mumbai, November 16<sup>th</sup>, 2022:** The Advertising Standards Council of India (ASCI) released its half-yearly complaints report (April to September, 2022). During the period, it processed 3,340 complaints against 2764 advertisements that were in potential violation of the ASCI code. About 55% of these ads were spotted across the digital domain, followed by 39% in print and 5% on television.

As compared to 2021-22, ASCI saw a 14% rise in the number of complaints while witnessing a 35% increase in the number of ads processed. Education remained the most violative sector with 27% of the complaints related to it – 22% belonged to the classical education category while 5% were from the ed tech sector. These were followed by personal care (14%), food & beverages (13%), healthcare (13%) and gaming (4%). ASCI's surveillance remains strong, picking up 65% of the ads processed suo motu.

98% of consumers' complaints were received by the artificial-intelligence-based complaints management system TARA. The introduction of TARA has given consumers a comprehensive, hassle-free redressal process. About 16% of the total complaints recorded were from consumers, followed by 15% from the government, while intra-industry complaints comprised 3%. Of the 2,764 potentially objectionable ads processed, 32% were not contested by the advertisers, 59% further were found in violation of the ASCI code and 8% were found not to be violating the code.

**Manisha Kapoor, CEO and Secretary-General, ASCI,** said: "Looking at the rapid growth of digital advertising, we have invested heavily in ad-surveillance technology. We will continue to upgrade and streamline our processes to provide a more responsive platform to all stakeholders, including consumers, brands and government bodies. In our constant pursuit of transparency, we have released a comprehensive report about the kinds of complaints and outcomes that ASCI has looked into during the first six months of the financial year."

Of the total complaints received by ASCI, 28% of the violations were by influencers. Of the 781 complaints processed against influencers, 34% were from the personal care category, followed by food and beverage at 17%, and virtual digital assets at 10 %.

As part of the report ASCI also published a list of cases handled, as well as non-compliant influencers and brands.

READ THE FULL REPORT HERE: <https://ascionline.in/images/pdf/half-yearly-complaints-report-2022-23.pdf>

**About The Advertising Standards Council of India (ASCI)**

The Advertising Standards Council of India (ASCI), established in 1985, is committed to the cause of self-regulation in advertising, ensuring the protection of consumer interests. ASCI seeks to ensure that advertisements conform to its Code for Self-Regulation, which requires advertisements to be legal, decent, honest, and truthful and not hazardous or harmful while observing fairness in competition. ASCI looks into complaints across ALL MEDIA such as Print, TV, Radio, hoardings, SMS, Emailers, Internet / website, product packaging, brochures, promotional material and point of sale material etc. In January 2017, the Supreme Court of India in its judgment affirmed and recognised the self-regulatory mechanism as an effective pre-emptive step to statutory provisions in the sphere of advertising content regulation for television and radio in India. ASCI’s role has been acclaimed by various Government bodies including The Department of Consumer Affairs (DoCA), Food Safety and Standards Authority of India (FSSAI), Ministry of AYUSH as well as the Ministry of Information and Broadcasting (MIB). MIB issued an advisory for a scroller providing ASCI’s WhatsApp for Business number 77100 12345, to be carried by all TV broadcasters for consumers to register their grievance against objectionable advertisements. On the international front, in 2021, ASCI CEO and Secretary General, Ms. Manisha Kapoor, was elected as one of the four Vice-President’s on the Executive Committee of the International Council on Ad Self-Regulation (ICAS). Among several awards bestowed by the European Advertising Standards Alliance (EASA), ASCI bagged a Gold Global Best Practice Award for the Mobile App “ASCIonline” (2016), a special recognition for its “Guidelines for Celebrities in Advertising” at the first-ever ‘Global Awards for Effective Advertising Self-Regulation’ hosted by the ICAS (2019). In 2021, ASCI also won two ICAS awards, one for the ASCI scroll telecast across television in the ‘Best Awareness Raising Initiative’ and for its extensive digital suo-moto monitoring through the NAMS initiative, in the ‘Special Category’. It also got a special mention in the ‘Best Sectoral Initiative’ category for its efforts and regulatory recognition of its Gaming Guidelines.

**For further information, please contact:**

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