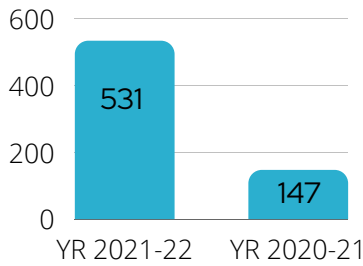




SECTOR REPORT CARDS 2021-22

Personal Care Category

531 Ads looked into YR 2021-22



261% increase compared to previous year



4% Nullified



5% Dismissed



91% Required Modification

Procedural outcomes of cases requiring modification



69%

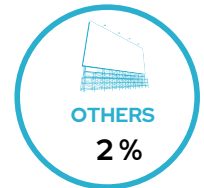
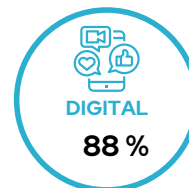
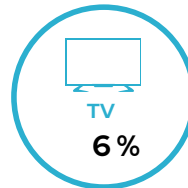
Informal Resolution: Not Contested



31%

Upheld

Medium split of where these Ads appeared



4 Ads featuring **Celebrities** were found to be misleading

371 Ads with **Influencer** Disclosure violations



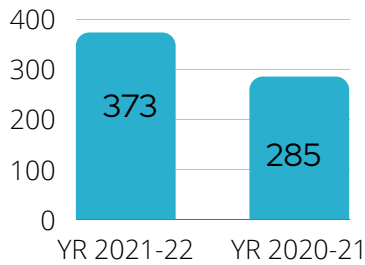
Nature of Claims

There were various claims made in the advertisements looked into under this category. Most of the violative claims were pertaining to **product performance**. Owing to the ongoing pandemic we saw a number of **protection** and **prevention** claims particularly claiming protection from germs like viruses and bacteria. Besides these there were **comparative** claims, **Ingredient performance led** claims, **natural & organic product** claims, **leadership** claims, **consumer trust** and **recommendation by experts** claims.

Link to list of cases handled under the category: <https://bit.ly/CaseList2021-22>

Food & Beverage Category

373 Ads looked into in YR 2021-22



31% increase compared to previous year



2%
Nullified



14%
Dismissed



84%*
Required Modification

*2 cases are currently Sub-Judice

Procedural outcomes of cases requiring modification

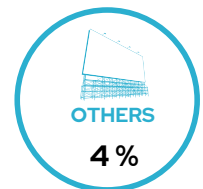
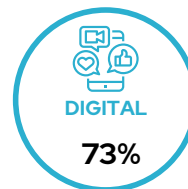
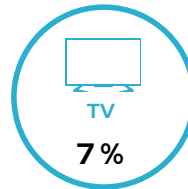


53%
Informal Resolution: Not Contested



47%
Upheld

Medium split of where these Ads appeared



10 Ads featuring **Celebrities** were found to be misleading

131 Ads with **Influencer** Disclosure violations



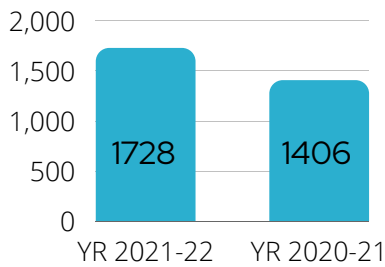
Nature of Claims

Almost every product sub-category under F&B had **immunity boosting** claims along with **ingredient benefit** and **product performance** claims. **Comparative** claims, **leadership** claims, **health & disease risk reduction** claims were also common. Like many other categories there was an increase in claims pertaining to **protection from & prevention of** various diseases caused by viruses & bacteria. Other claims included **awards & rankings**, **natural source/organic foods**, **consumer trust** and **quality** claims.

Link to list of cases handled under the category: <https://bit.ly/ListofCases2021-22>

Education Category

1728 Ads looked into YR 2021-22



23% increase compared to previous year



1%
Dismissed



99%
Required Modification

Procedural outcomes of cases requiring modification



17%
Informal Resolution: Not Contested



83%
Upheld



6% of the total education ads looked into were from **ED-TECH**



99%
Required Modification

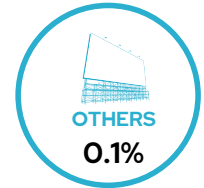
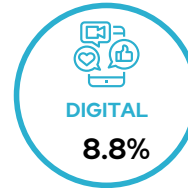
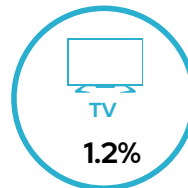


44%
Informal Resolution: Not Contested



56%
Upheld

Medium split of where all these Ads appeared



9 Ads featuring **Celebrities** were found to be misleading

12 Ads with **Influencer** Disclosure violations

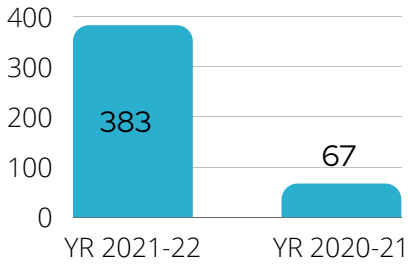


Nature of Claims

Most of the violative claims under the Education sector were pertaining to **Leadership, Awards & Rankings and Job Guarantee** claims. **Comparative superlative** claims like highest success, lowest fees etc. and **performance outcome** claims like best results, success assured were also common. In addition to these there were a significant number of **Money Back Guarantee** claims usually clubbed with result oriented/outcome related claims.

Gaming Category

383 Ads looked into YR 2021-22



472% increase compared to previous year*



4%
Not valid



3%
Dismissed



94%
Required Modification

*ASCI's Gaming Guideline came into effect from 15th Dec, 2020.

Procedural outcomes of cases requiring modification

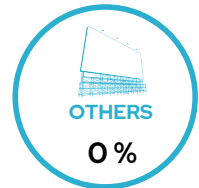
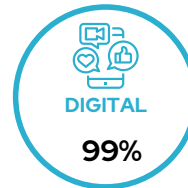
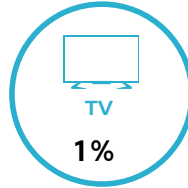


89%
Informal Resolution: Not Contested



11%
Upheld

Medium split of where these Ads appeared



8 Ads featuring **Celebrities** were found to be misleading

22 Ads with **Influencer** Disclosure violations



Nature of Claims

Most violative claims in the Gaming sector were pertaining to **leadership, guaranteed winnings, prize money assurance** and **safety, security & privacy** claims. Other claims like **consumer trust - trusted by 3 billion users** etc., and **comparative** claims like **win better, Xtimes more winnings** were also seen.

Link to list of cases handled under the category: <https://bit.ly/GamingCaseList21-22>

VDA Category

394 Ads looked into YR 2021-22

Advertising by this category was not so prominent in the previous years.



4%
Not valid



1%
Dismissed



95%
Required Modification

Procedural outcomes of cases that required modification

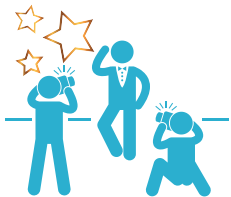
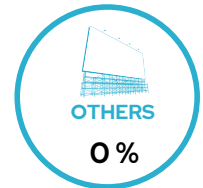
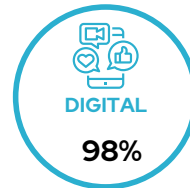
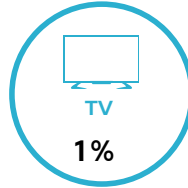


53%
Informal Resolution: Not Contested



47%
Upheld

Medium split of where these Ads appeared



No Ads featuring **Celebrities** were found to be misleading

385 Ads with **Influencer** Disclosure violations



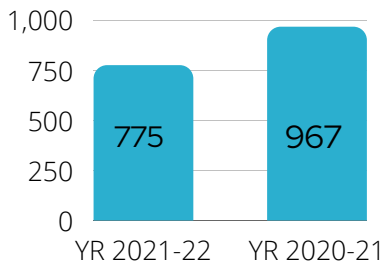
Nature of Claims

Most advertisements looked into under this sector were influencer disclosure cases where influencers were talking about how to navigate the VDA platforms, or sharing information about the category and how the platform is easy to operate. From some of the ads that made misleading claims, **leadership & consumer trust** claims were most common. **Guaranteed earnings, performance comparisons with other mode of investments** like Gold and stock investment followed. The other commonly found claims revolved around promoting the category through **referral program** claims like refer a friend and win.

Link to list of cases handled under the category: <https://bit.ly/VDACaseList21-22>

Healthcare Category

775 Ads looked into YR 2021-22



20% decrease*

in comparison to the previous year

*The previous year saw a surge in Covid cure/protection claims that settled as the pandemic progressed.



0.3%
Not valid



1.7%
Dismissed



98%
Required Modification

Procedural outcomes of cases that required modification



19%
Informal Resolution: Not Contested

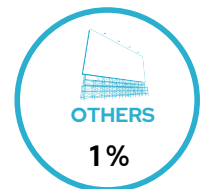
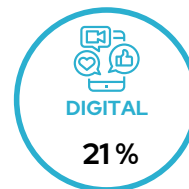
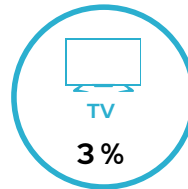


62%
Upheld



19%
DMR/Covid Violations

Medium split of where these Ads appeared



5 Ads featuring **Celebrities** were found to be misleading

15 Ads with **Influencer** Disclosure violations



Nature of Claims

Most violative claims in the Healthcare category revolved around **leadership, awards & rankings and comparative** claims specifically under Clinics & Hospitals. **Treatment assurance** claims were also fairly common. For Drugs and Medicinal products claims of **cure - prevention - protection** were the most common. **Health condition reversal** and **product performance** claims were among the other violative claims noted. There has been a rise in the occurrence of **natural ingredient/procedure led treatment/cure** claims.

Link to list of cases handled under the category: <https://bit.ly/HCCaseList21-22>



To contact us write to:
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