

## ASCI to host Global Summit for Ad self-regulation in Mumbai in March 2025

- The International Council for Ad Self-regulation (ICAS) summit will see global experts converge to discuss emerging trends, challenges and the future of advertising regulations

**Mumbai, 16<sup>th</sup> October 2024:** The Advertising Standards Council of India (ASCI) is set to host the International Council for Ad Self-Regulation (ICAS) Global Summit from 17<sup>th</sup> – 21<sup>st</sup> March 2025, in Mumbai. This will mark the ICAS summit debut outside of Europe and the US. The event will create opportunities for global stakeholders to engage in discussions focused on the future of advertising, new regulatory trends, and evolving standards.

The summit will host advertising Self-Regulatory Organisations (SRO) from over 27 ICAS member countries, along with representatives of six international advertising associations and other industry delegates. The summit will also feature the ICAS Global Self-Regulation Awards, celebrating best practices in advertising self-regulation worldwide. As part of the summit, ASCI Academy will host a thought leadership event called the “Global Adda” that will see the launch of important reports and conduct discussions on the topics of future regulatory trends in advertising, diversity and inclusion with a focus on masculinities, and the opportunities and guardrails around AI in advertising.

Besides the report launches, Global Adda will feature panel discussions, fireside chats, and networking sessions, enabling participants to delve deeper into pressing issues with leaders in the advertising regulatory space. Participating stakeholders will include international advertising SROs, regulators, industry leaders, domain experts, civil society organisations and academic institutions.

ASCI has been significantly contributing to the global work on self-regulation. Recently, it became a founding member of the ICAS Global Think Tank at its launch event in New York. The collaborative platform is committed to promoting self-regulation, critical thinking, and research to advance responsible advertising practices globally. By joining the Think Tank, ASCI will work together on global discussions and action on advertising ethics and evolving standards.

ASCI’s efforts have been recognised globally, receiving multiple awards at the prestigious ICAS Global Awards in recent years. The Council has also been instrumental in adapting international best practices, tailoring them to the Indian ad industry. The ASCI Academy, launched in 2023, has also been recognised for its role in capacity building and thought leadership. This includes initiatives on dark patterns, influencer marketing, diversity, and inclusion, among many others.

**Manisha Kapoor, Vice President, ICAS & CEO, and Secretary General, ASCI, said,** *“Hosting ICAS’s first global summit outside Europe and the US is an honour. We look forward to having global experts share their insights and learn from the Indian industry. Advertising today faces new challenges in building and sustaining consumer trust. This summit will offer an exchange of ideas and best practices that will help us drive important conversations and action in the industry.”*

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ICAS was established in 2016 to promote responsible ads through the effective implementation of self-regulatory standards. The objectives pursued by ICAS include:

- **Exchanging best practices** around ad self-regulation and working on common solutions to the global challenges faced by the advertising industry.
- **Facilitating the establishment of new SROs** in emerging markets and empowering them to grow.
- **Promoting self-regulation worldwide** and highlighting its benefits for consumers, businesses, regulators, and society as a whole.



The **ICAS Global Dialogues: Mumbai 2025** is a five-day summit hosted by the Advertising Standards Council of India (ASCI) for ICAS members. The event will bring together self-regulatory organisations (SROs) from over 27 ICAS member countries, along with representatives from six international advertising associations and other representatives from different stakeholders. The summit will also feature the **ICAS Global Self-Regulation Awards**, recognizing best practices in advertising regulation worldwide.



As part of the summit, the ASCI Academy will host **Global Adda: Conversations on Inclusion & Innovation**, a thought leadership platform. Global Adda will include the launch of two key reports and engage participants in discussions on diversity and inclusion, with a special focus on masculinities, as well as exploring AI's role in advertising. The event will feature panel discussions, fireside chats, and networking sessions with international experts, industry leaders, and civil society organisations.

### About the Advertising Standards Council of India (ASCI):

The 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, the internet/website, product packaging, brochures, promotional material, point of sale material, etc. ASCI has collaboratively worked with various government bodies, including the Department of Consumer Affairs (DoCA), the Food Safety and Standards Authority of India (FSSAI), the Ministry of AYUSH, and the Ministry of Information and

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Broadcasting (MIB). In August 2023, the ASCI Academy, a flagship program of ASCI, was launched to build the capacity of all stakeholders to create responsible and progressive advertising. ASCI Academy aims to raise standards of advertising content through training, education, outreach, and research on the preventive aspects of advertising self-regulation.

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