

ASCI modifies influencer guidelines; update for Health and Finance influencers

Mumbai, April 28, 2025: The Advertising Standards Council of India (ASCI) has released an update to its Influencer Advertising Guidelines, specific to Addendum 2 for health and finance influencers. Earlier, all influencers providing advice and/or promoting and/or commenting on merits or demerits on aspects related to commercial goods and services in the fields of BFSI and Health & Nutrition were required to have the necessary qualifications and certifications in order to provide such information and advice to consumers.

The updated guidelines draw a distinction between generic promotions and the promotion of technical aspects of a product and service, which consumers are likely to interpret as expert advice. Now influencers need to be qualified and declare such qualifications only where technical information and advice are provided.

Where the advertisement is of a generic nature or in the form of a public service message, such qualifications are not necessary. For example,

1. An insurance company using an influencer to talk about the need for annual health check-ups.
2. A health food company tying up with a chef or food blogger to promote a meal service.

Ms. Manisha Kapoor, CEO & Secretary General of ASCI, stated, "*Influencer marketing has matured beyond simple endorsements and now often involves strategic partnerships for various aspects of brand communication. The updated guidelines bring in the required nuance for influencers operating in the BFSI and Health & Nutrition space.*"

Read the updated Guidelines here: (<https://www.ascionline.in/the-asci-code-guidelines/#guidelines12>)

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, emails, 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 PRESS RELEASE 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

Press Release



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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