

ASCI Records ~100% voluntary compliance, highest ever, in Q1 FY2026-27

- In a fragmented and tough-to-regulate digital ecosystem, high voluntary compliance is an indicator that industry recognises consumer trust as critical to business success
- Data underscores widening commitment to self-regulation

Mumbai, July 15, 2026: The Advertising Standards Council of India (ASCI) has recorded a voluntary compliance rate of 99.7% in the first quarter of FY2026-27, with marketers across size and footprint complying with ASCI's recommendations on ad modifications. This is a notable outcome given the fragmented and fast-moving nature of India's digital advertising ecosystem. This is the highest ever voluntary compliance rate recorded by ASCI.

The voluntary compliance rate across FY2025-26 was 86%, as reported in ASCI's annual complaints report earlier this year. In FY2024-25, it was 83%.

During Q1 FY2026-27, ASCI processed 1,616 cases related to 1,089 advertisements across sectors. Of the 1,089 ads, 179 involved influencer advertising, reflecting ASCI's continued oversight of the rapidly evolving digital advertising ecosystem.

This scale of voluntary compliance is particularly significant given the nature of the digital advertising ecosystem itself. Across platforms, formats and players, it is disaggregated and characterised by a "speed first, compliance-later" culture that has made consistent enforcement difficult.

What Q1's numbers show is that marketers are complying with ASCI's recommendations by promptly modifying or withdrawing ads as directed. This is as true of large, established advertisers as it is of smaller and emerging ones and individual influencers, suggesting a shift toward voluntary compliance that is broad-based rather than concentrated among a few well-resourced players.

Print and TV voluntary compliance has traditionally been high (97% in FY2025-26), with digital advertising remaining the primary area of concern. Against that backdrop, this quarter's near-parity between digital voluntary compliance and traditional media marks a meaningful shift.

The near-perfect voluntary compliance rate marks a significant achievement for India's self-regulatory advertising framework. It also reflects increasing awareness among advertisers, agencies, influencers and digital platforms about the importance of transparent, truthful and responsible advertising. This is a recognition of the fact that consumer trust has become a business imperative, not just a voluntary compliance requirement.

The results reinforce the effectiveness of self-regulation as a collaborative mechanism that protects consumer interests while enabling responsible business growth.

Manisha Kapoor, CEO and Secretary General, ASCI, said: "A voluntary compliance rate of 99.7% is a strong indicator of the industry's commitment to responsible advertising and the effectiveness of India's self-regulatory model. Advertisers are increasingly recognising that consumer trust is earned through truthful and transparent communication. It is a testament to

PRESS RELEASE



the collaborative efforts of advertisers, agencies, influencers, platforms, regulators and ASCI. As advertising continues to evolve, particularly in digital spaces, ASCI will remain committed to supporting innovation while ensuring that consumer interests remain at the heart of every communication. We must acknowledge the hard work put in by the Consumer Complaints Council (CCC), the independent jury which comprises both industry and civil society members (in majority), as well as our numerous technical experts who provide their valuable time and inputs in keeping consumer trust at the centre of ASCI's work."

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

The Advertising Standards Council of India	Avian WE
Ashraf Engineer ashraf@ascionline.in	Manvi Singh manvis@avianwe.com
	Stuti Agnihotri stutis@avianwe.com