

Press Release

ASCI UPHOLDS COMPLAINTS AGAINST 193 ADVERTISEMENTS OUT OF 290

Mumbai, May 10, 2018: In February 2018, ASCI's Consumer Complaints Council (CCC) upheld complaints against 193 advertisements out of the total of 290 advertisements that were evaluated by the CCC.

A total of 187 advertisements were picked up by ASCI's Suo Moto surveillance and objections against 163 advertisements were upheld. Of the 103 advertisements complained against by the general public or by the industry members, complaints against 30 advertisements were upheld by the CCC. Out of the total 193 advertisements against which complaints were upheld, 154 belonged to [healthcare sector](#), 18 to [education sector](#), eight to the [food & beverages category](#), two to [personal care](#) and 11 were from the '[others](#)' category.

Gross exaggeration of product efficacy was the number one reason for upholding complaints, followed by the violation of the Drugs and Magic Remedies Act (DMR Act) and the Drugs and Cosmetics (D&C) Rules. The other reasons were failure to provide substantial facts and figures to support claims and delivering advertisements which were misleading by ambiguity and / or by implication.

Among the various complaints, CCC observed that an advertisement was encouraging bingeing or excessive consumption of a snacking product. A claim regarding "instant" result post consumption of a fast absorbing product was considered to be misleading. Similarly, claim by a leading food company to enhance IQ, was inadequately substantiated. An advertisement by a mattress company featuring celebrities making a quantitative claim that less than six hours of sleep drains 40% brain energy was considered to be misleading.

"Food Safety Standards Authority of India recently renewed its Memorandum of Understanding (MoU) with ASCI as a reflection of its successful association in the first year. The MoU gives ASCI a suo moto monitoring mandate to co-regulate and curb misleading advertisements in F&B sector. This association has helped us to augment our efforts in curtailing false F&B advertisements" said Abanti Sankaranarayanan, Chairman ASCI



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HEALTHCARE: - Total of 154 ads complained against

- [Direct Complaints](#) (10 ads complained against)
- [Suo Moto Surveillance by ASCI](#) (144 ads complained against)

PERSONAL CARE: - Total of two ads complained against

- [Direct Complaints](#) (Two ads complained against)

FOOD AND BEVERAGES: - Total of eight ads complained against

- [Direct Complaints](#) (Five ads complained against)
- [Suo Moto Surveillance by ASCI](#) (Three ads complained against)

EDUCATION:- Total of 18 ads complained against

- [Direct Complaints](#) (Two ads complained against)
- [Suo Moto Surveillance by ASCI](#) (16 ads complained against)

OTHERS:- Total of 11 ads complained against

- [Direct Complaints](#) (11 ads complained against)

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DIRECT COMPLAINTS

HEALTHCARE:

The CCC found claims of ten advertisements in health care products or services to be either misleading or false or not adequately / scientifically substantiated; hence in violation of the ASCI Code. Some of the health care products or clinic advertisements also contravened provisions of the Drug & Magic Remedies Act and Chapter 1.1 and III.4 of the ASCI Code. Complaints against the following advertisements were UPHELD.

- 1. Maja Health Care Division (Vi-John Boroshield Antiseptic Cream):** The pack claims, “Quick healing from nicks and cuts”, “Treats minor burns/injury “and “Prevents nappy rashes”, were inadequately substantiated and are misleading.
- 2. Dr. Dassan’s Life Care Ayurvedic Herbal Treatment and Research Centre (Kidney):** The advertisement’s claim, “Ek mahiney ke ilaaz se hi Creatinine 10.24 se 1.9 par samanya aah gaya” (Creatinine was reduced by treatment of Dr. Dassan) was not substantiated with authentic, credible scientific / clinical evidence. The claim, “Kidney rogi transplant se bachh gaya”, implying cure for kidney diseases, is misleading by gross exaggeration and exploits the consumers’ lack of knowledge and is likely to lead to grave or widespread disappointment in the minds of consumers.
- 3. OPTM HealthCare Private Limited:** The advertisements claim, (in Marathi) “15 divsaani maajhi chikitsa getlaitantar mala 5 varsha peksha lahan vatile”, as a testimonial by Mr. Sunil Shastri, son of late PM Lalbahaddur Shastri was not substantiated.
- 4. OPTM HealthCare Private Limited (Varco Leg Care):** The advertisement’s claim, “If varicose veins is not treated on time you might lose your legs”, is false, misleading by gross exaggeration and exploits the consumers’ lack of knowledge. The claims, “Recommended by experts”, “No.1 choice of chemist”, were not substantiated.
- 5. OPTM HealthCare Private Limited:** The advertisement’s claims (in Bengali) related to, “Mr. Apurba Ganguly honoured as ‘Rose of Paracelsus’ by the President of European Medical Association in Germany”, “Collaboration between Jadavpur University and OPTM”, “Mr. Apurba Ganguly claiming to be a scientist and had treated patients in more than 10 countries”, were not substantiated with supporting evidence and are misleading.
- 6. Hindustan Unilever Ltd (Indulekha Oil):** The qualifications of the Ayurvedic doctor practicing in USA as featured in the advertisement were not substantiated. The advertisement’s claim, “Jadon se kaam kare, hairfall gataye aur naye baal ugaye”, is misleading by omission of mention that it should be an adjuvant therapy for hair loss.

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7. **IPSA Labs Pvt Ltd (Arodent Ayurvedic Gum and Dental Paste):** The advertisement's claim, "Pyorrhoea ke liye Brahmastra", implies that the product completely cures Pyorrhoea which was not substantiated with the product efficacy data and is misleading by implication and gross exaggeration. The claims (in Hindi) as translated in English, "As per research done in America, Pyorrhoea is more in women due to hormonal imbalance. They give premature birth to underweight children", "heart problems are seen in Pyorrhoea patients", were not substantiated with supporting evidence.

The following advertisements were considered to be, prima facie, in violation of The Drugs & Magic Remedies Act 1954 and were referred to the concerned regulators:

Sr. No.	Brand / Product	Claims
1.	Shri Kalyan Ayurvedashra M	<ul style="list-style-type: none">Cure LeucodermaSafed Dag Mitao Abhiyan
2.	Berry Skin Care (Leuco Kit)	<ul style="list-style-type: none">Only brand delivery, with optimal mixture of herbs that ensures therapeutic outcome
3.	Vaidya Ashwani Kumar	<ul style="list-style-type: none">Cure Leukoderma /Vitiligo

PERSONAL CARE:-

1. **Hindustan Unilever Ltd (Lifebuoy Soap):** In the advertisement, celebrity Kajol poses as a doctor, wherein she states "doctor se sunoIsiliye Silver Lifebuoy" and the last frame of the TVC, shows four people in white coat, giving an impression that doctors have endorsed the product. In the absence of any market research data indicating that medical professionals in general recommend the advertised product, such visual presentation was considered to be misleading by ambiguity and implication.
2. **The Himalaya Drug Company (Baby Care Range):** The advertisement's claims, "India's No. 1 Baby Care brand" , "Himalaya provides safest baby care products" and "Most Gentle baby care products", were inadequately substantiated and are misleading by exaggeration and implication that other competitor products are less safe or less gentle.

EDUCATION:-

The CCC found following claims in the advertisements by two advertisers not substantiated and thus, violated ASCI Guidelines for Advertising of Educational Institutions.



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1. **Koneru Lakshmaiah Charities (KL University):** The visual presentation of the advertisement's claim, "Deemed to be University", was misleading by ambiguity and implication of the institute being a "University".
2. **Active Computer Institute & Study Circle:** The advertiser's institute claiming to be an "authorized centre" was not substantiated with supporting evidence of the certificate of authorization from the parent institute.

FOOD AND BEVERAGES:-

1. **Guiltfree industries limited (Too Yumm):** The advertisement's claims, "Eat Lot and Fikar Not" and "Eat anytime, anywhere, as much" encourage excessive consumption and product if overindulged as suggested in the TVC, it can add to calories, fat calories and sodium. The TVC contravened ASCI Guidelines on Advertising of Food & Beverages.
2. **Gopaljee dairy foods private limited (Ananda Lassi):** The advertisement's claims, "Improves digestive system", "Strengthen bones" and "Improves immunity power", were not substantiated with scientific rationale or evidence of product efficacy and are misleading.
3. **DANONE GROUP – Protinex:** The advertisement's claim, "The only brand with Hydrolysed Protein," was misleading as it was an absolute claim and neither held when compared to all health drink brands in the market nor its own variants. not substantiated and is misleading by implication and omission. The word "Instant" from the claim "Faster absorption for instant results and better protein delivery" was misleading.
4. **GlaxoSmithKline Consumer Healthcare Ltd – (Horlicks) :** The advertisement's claim, "9-In-10 children's diet could be deficient in essential nutrients", was not substantiated and was misleading by implication and exaggeration
5. **Heinz India Private Limited – (Complan) :** The advertisement's claim, "Enhance IQ", was inadequately substantiated and is misleading by exaggeration.

OTHERS:-

1. **ANI Technologies Pvt. Ltd (OLA cabs):** The advertisement's claim, "Ola Auto Rs.29 for four kilometres", was misleading by omission of a qualifier that the offer is subject to terms and conditions.
2. **Vodafone (Vodafone) India Ltd:** The advertisement's claim, "Unlimited Calls Rs.198/month", is false and misleading in view of the capping of 250 minutes per day and 1,000 minutes per week.
3. **Vodafone India Ltd (Vodafone Post-paid Plans):** The advertisement's claim, "Guaranteed, India's Best Post-paid Plan", was inadequately substantiated without any market/consumer research data or any verifiable



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comparative data of the advertiser's post-paid plans and similar post-paid plans of other telecom service providers. The claim is misleading by ambiguity and exaggeration.

4. **New Delhi Television Ltd (NDTV):** The advertisement's claim, "India's most trusted media brand", is misleading by omission of the mention of the details of the survey and due to use of a 2015 survey for perpetuity.
5. **BSH Household Appliances Manufacturing Pvt Ltd (Bosch Washing Machine):** The advertisement's claims, "Special programmes: Monsoon (Freshen-up) Super Quick 15min / 30 min, Hygiene, Kids wear (Extra clean), Delicate (Silk), Wool (Gentle hand wash), Synthetics, Drum Clean," were false for the advertised model WAB16161IN Serie 2, Front Load Washing Machine and is misleading by exaggeration.
6. **LG Electronics India Pvt Ltd (LG K7i Mosquito Away Phone):** The advertisement's claim, "World's First Phone with mosquito away technology", was neither substantiated with any scientific support data, evidence of product efficacy nor through any independent audit or verification certificate. The claim is misleading by gross exaggeration.
7. **Ashok Limited Leyland:** The advertisement's claim, "Our buses help nearly 70 million people get to their destinations every day. ", was not substantiated with supporting evidence and is misleading by exaggeration
8. **Ambica Wallpapers:** The advertisement's claims, "Must visit, country's number 1 stock depot to buy at direct merchant's price", and "No. 1 in Choice, No. 1 in Price, No. 1 in Quality", were not substantiated with any verifiable comparative data or through a third party validation. The claim is misleading by exaggeration
9. **OPPO Electronics (Oppo Mobiles):** The advertisement's claim "leader" in their communication "Oppo selfie expert and leader", was not substantiated, with any verifiable comparative data of the advertiser's product and other competitive products or through a market survey data or through a third party validation. The claim is misleading by exaggeration.
10. **Springfit Mattress (Springfit Mattresses and sleep systems):** The testimonial statements of actor Karan and actress Bipasha in the advertisement, "If we don't sleep peacefully during these six hours, our brain-energy will reduce by 40% and Springfit Mattress gives us six hours of complete sleep", were not substantiated with any scientific evidence or proof of product efficacy and the claims are misleading by gross exaggeration.
11. **Eureka Forbes Ltd (Aquasure Maxima RO):** The advertisement's claim, "Long Cartridge Life of 6000 litres," was not qualified and is considered to be misleading by omission of the test conditions.

SUO MOTO Surveillance by ASCI

The advertisements given below were picked up through ASCI's suo moto surveillance of Print and TV media via the National Advertisement Monitoring Services (NAMS) project. Out of 187 advertisements that were picked up, 163 advertisements were considered to be misleading. Of the total 163 advertisements, 144 advertisements belonged to Healthcare, 16 belonged to the Education category, and three belonged to Food & Beverage category.

HEALTHCARE:

- 1. The Body Care:** The advertisement's claims, "Fat reduction and inch loss", "Reduce up to 6.8 centimetres from tummy, hips and thighs" and "Reduce weight up to 10 kilograms* + 40-50 centimetres*", were not substantiated with supporting clinical evidence. Claims, "Fast track program in nine days", "Get rid of surgery", "Safe and long lasting", were not substantiated with supporting data and are misleading by exaggeration. The visuals in the advertisement imply that a significant weight loss around tummy would be feasible, which is also misleading.
- 2. Rainbow Group of Hospitals (Rainbow Children's Hospital):** The advertisement's claim, "India's No.1 Children Hospital", was not substantiated with any verifiable comparative data of the advertiser's hospital and other children hospitals in India or through a third party validation. The claim is misleading by exaggeration.
- 3. Abhay Ayurvedic Pharmacy (Medari Range of Products):** The advertisement's claims, "Gives instant results" and "No side effects", "clinically certified" were not substantiated with product efficacy data for fat reduction. The claim, "Approval by Ayush ministry" was considered to be misleading by implication that AYUSH has approved the claims as well. These claims are misleading by exaggeration. Furthermore, efficacy being depicted via images of before and after the treatment by showing slimming transition, is misleading by gross exaggeration.
- 4. Ayurnava Kerala Ayurvedic Treatment Centre:** The advertisement's claim, "Best Authentic Kerala Ayurvedic Treatment centre in Gurgaon", was not substantiated with any verifiable comparative data of the advertiser's treatment centre and similar Ayurvedic treatment centres in Gurgaon. The claim is misleading by exaggeration.
- 5. Sagar Malik Ayurveda:** The advertisement's claim, "Cure damaged knee without operation", was not substantiated with supporting clinical evidence and is misleading by gross exaggeration.



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6. **Caram Healthcare India Pvt. Ltd (Caram Healthcare Range of Products):** The advertisement's claims, "Re-activate pancreas gland" and "Instant relief by penetrating to the centre of the pain without any side effects", were not substantiated and are misleading by gross exaggeration.
7. **OPTM HealthCare Private Limited (Phyto Proflex):** The advertisement's claims, "Clinically evaluated by an International University in Italy", and "Recommended by Experts", were not substantiated with supporting evidence of the product being clinically evaluated and details of the experts recommending the product and are misleading by gross exaggeration. The claim, "84.3% reduction in pain", was not substantiated with clinical test/trial reports of product efficacy in reducing pain and is misleading by exaggeration.
8. **OPTM HealthCare Private Limited (Phytomax Vision):** The advertisement's claims, "Blue light filter - powerful antioxidant with oral technology", and "Absorbs harmful blue light and helps reduce eye damage", were not substantiated with clinical evidence of product efficacy. When seen in conjunction with the rest of the claims made in the advertisement, the claims are misleading by implying that PhytoMax Vision is effective in curing symptoms of Macular Degeneration.
9. **Ayurwin Pharma Pvt Ltd (Nutrislim Plus Range of Products):** The advertisement's claims related to weight loss product benefits were not substantiated with evidence of product efficacy data. Product efficacy being depicted via visuals of before and after the treatment is misleading by gross exaggeration. The claim, "Approved by Ayush Dept.", was considered to be inappropriate as all AYUSH products in the market are required to have approval from the State Licensing authorities and calling it out separately as a claim is misleading by ambiguity and implication that Ministry of AYUSH has approved the product efficacy / claims made in the advertisement.
10. **Lifespan Wellness Pvt. Ltd (Lifespan Diabetes Clinic):** The advertisement's claims, "We treat Diabetes" implying cure for Diabetes, was not substantiated with supporting clinical evidence and is misleading by glaxoexaggeration and implication. Claims, "Visit India's Leading Chain of Diabetes Treatment Clinic", "With 40 clinics across 12 cities, Lifespan is one of the Leading Chain of Diabetes Treatment Clinics in India", "Over 70% of our patients have successfully treated themselves", "R.I.S.C.TM Treatment", were not substantiated with supporting data and are misleading by exaggeration.
11. **OPTM HealthCare Private Limited (Varco Oil):** The advertisement's claims, "Avoid Stocking and Surgery as advised by NIHC England", and "Recommended by Experts", were not substantiated with supporting evidence. The claims are misleading by exaggeration.

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The following advertisements were considered to be, prima facie, in violation of The Drugs & Magic Remedies Act and were referred to the Ministry of AYUSH:

Sr No	Brand/Product	Claims / visual in the ad read in conjunction with the claims objected to imply that the product is meant for sexual enhancement.
1.	Adila Biotech Pvt Ltd/ Asth Prash	Cures asthma
2.	VNV Herbal Tech/Stone King Range Of Products	Most easy solution to remove kidney stones in just 10 days without operation
3.	Arogyam Ayurvedic Allergy Hospital	Freedom from Asthma
4.	Arogyam Ayurvedic Allergy Hospital	All the problems were cured from the root in 4 months
5.	Balaji Homeopathy	Successful treatment of epilepsy, brain tumour through homeopathy
6.	Dr. Balvinder Singh Waliya	Permanent cure for masculine weakness
7.	Dr. Dassans Ayur Neuro Treatment & Research Center/ Dr Dassans Ayurvedic Centre	Paralysed patient saved from disability With treatment for a few days, the patient can be completely cured
8.	Dr. Dassans Self On/ Dr Dassans Ayurvedic Centre	Paralysed patient saved from disability With treatment for a few days, the patient can be completely cured
9.	Dr. Madhu Varanasi Super Speciality Homeo Clinic	Getting cured totally from cancer is possible
10.	Dr. Samrat's Clinic	Experience vigour and excitement at all ages Special treatment for sexual diseases Increases height
11.	Dr. Yogesh Kayakalp Hospital	Successful treatment for obesity, blood pressure, diabetes (sugar), paralysis
12.	Ganga Ayurvedic Clinic	Make sex unforgettable Make penis long, thick, strong, hard and shapely Magical Ayurvedic medicine for increasing sex time up to 50-60 minutes, prevents premature ejaculation, impotency, wet dreams and sperm loss
13.	Ganga Ayurvedic Clinic	Make sex unforgettable Make penis long, thick, strong, hard and shapely Magical Ayurvedic medicine for increasing sex time up to



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		50-60 minutes, prevents premature ejaculation, impotency, wet dreams, sperm loss, sterility and sugar
14.	Gathia Range Of Products/ Ceno India	Get rid of arthritis
15.	Mahamaya Herbals	Treat diabetes, arthritis and venereal disease successfully through experienced doctors
16.	Naveen Clinic	Solves sex problems - Male weakness, premature ejaculation, impotence, lack of sperm Get back strength, vigour and youthfulness
17.	Rishi Ayurved Dawakhana	Get rid of obesity in one month
18.	Rjr Siddha Ayur Unani Hospital	Permanent cure by herbal extracts for tens of thousands of patients affected by various diseases including Asthma
19.	Roshan Clinic	Masculine weakness? Regain your strength at any age, whatever is the cause... Sexual weakness -Nightfall, short time
20.	Surya Homoeo Clinic	Permanent treatment of impotence, premature ejaculation, wet dreams and lack of sperm
21.	Adila Biotech Pvt Ltd./Asth Prash	Get rid of inhaler
22.	Atrivarad Multispecial ITY Ayurved Centre	Gives 100% Guaranteed results on diseases like: Kidney stone Asthma Heart blockages Increase in blood sugar Obesity
23.	Chetan's Clinic	Consult for permanent treatment of sex problems
24.	Dr. Asma Herbal/ Commando Range Of Products	Energy that will change your life For lack of vigour and stamina
25.	Herbal Ayurveda / Herbal Stamina Gain Range	Take complete pleasure of married life by consuming two capsules and massage with oil
26.	Herbo Trends	Solution for all sexual issues for male and female
27.	Jaipur Ayush Clinic	Successful treatment of heart blockages, paralysis, through Ayurveda
28.	Jolly Health Care / Jolly Sunsex Gold Range Of Products	To increase energy and strength and give total satisfaction
29.	Vashudhaiv Kutumbakam Pharmaceuticals Pvt. Ltd/ Life Guard	Use life guard and keep away diseases 10 drops of life guard keeps you free forever from heart blockage, obesity, diabetes, cancer



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	Plus Drop	
30.	Masters Homeopathy	Works extremely well for sexual problems Gives you permanent solution and cure Gives light in couple's life without children
31.	Meeta Ayurveda	Before or after marriage increase sex time
32.	Gaharwar Pharma Products Pvt. Ltd./ P V Tone Range Of Products	Amazing formula which eradicates physical weakness Gives vitality and improves stamina Improves the will and libido
33.	Positive Homeopathy	Permanent solution for asthma
34.	Sande Homeopathic Hospital	Get riddance from cancer, liver/kidney (dialysis) diseases
35.	Ma Narmada Kripa Company/ Sanjeevani Booti	Get riddance from cancer with Sanjeevani herbs Cancer killer herbal medicine
36.	Sex Samadhan Clinic	To correct small, thin and sloppy organ and get desired sex time Get riddance from problems such as impotence, premature ejaculation, wet dreams, childlessness
37.	Hashmi Herbal/ Sikandar-E-Azam Plus Capsule	Gives amazing power and satisfaction To be useful for undeveloped organ, masculine weakness and awake sexual desire
38.	Hashmi Herbal/ Sikandar-E-Azam Plus Capsule	To bring back youthfulness and increase vigour, energy and timing
39.	Prem Industries/ Sky Fruit	Now say good bye to diabetes
40.	Charak Kayakalp Hospital	Instant relief from asthma After visiting Kayakalp hospital and taking treatment of Ayurveda panchakarma chikitsa, I am completely cured. I do not have to use inhaler pump or take medicines.
41.	Dr Dassans Self On Neuro Capsules/ Dr Dassans Ayurvedic Centre	Cured three years paralyzed patient Patient whose leg, forearm, hand and tongue which were unable to work are now cured with Dr Dassans four months treatment.
42.	Good Care Arth Oil & Arth Plus/ Goodcare Pharma	Freedom from arthritis
43.	Herbal Ayurveda Range Of Products/ Herbal Ayurveda	Sure shot medicine for kidney stone which cures in just 45 days



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44.	Herbal Stamina Gain Range/ Herbal Ayurveda	Take two tablets daily & use our oil to enjoy a happy married life
45.	Herbal Sugar Free/ Herbal Ayurveda	Sure shot medicine for sugar (Diabetes)
46.	Homeo Trends	Best treatment for sexual problems Erectile problems are treated and sexual life can be happily lead
47.	Japani Range Of Products / Chaturbhuj Pharmaceuticals	The secret of her happiness
48.	Japani Range Of Products / Chaturbhuj Pharmaceuticals	Secret of a happy married life
49.	Maa Clinic	Successful treatment of lack of sex in increasing age, impotence, small organ, thinness, sloppy organ, childlessness and infertility
50.	NuAyurveda Clinic	Many problems, one solution- NuAyurveda clinic, Female disease- Infertility Treat sexual problems like premature ejaculation, impotence
51.	Positive Homeopathy	Get rid of Asthma
52.	S.T. Hospital/Ha kim Tilak/ Raj Kapoor Hospital	Solution for infertility, sex problems, sugar (Diabetes)
53.	Safoof E Mugalliz Khas/ Al Noor Herbal	Beneficial in discharge, premature ejaculation, wet dreams, physical weakness
54.	Shree Siyaram Ayurved Mandir	Cure sexual weakness before or after marriage, time problem
55.	Sri Siddhivinayak Hospital	Treatment for stone immediately without incisions, operation and admitting
56.	Surya Homoeo Clinic	Permanent treatment of white spots with homoeopathy
57.	Tatkal (Repl)/ Repl India	Experience a new sense of pleasure
58.	Vedika Kerala Ayurveda	Complete treatment of cancer without operation, radiation and chemotherapy through Ayurvedic method
59.	Stay-On Power Oil/ Shree Maruti Herbal	Firstly, wash your penis with warm water and take 5-6 drops of Stay-On oil on your palm and slowly massage on the organ. For best results, use this oil every day before sleep and get an experience like never before
60.	Jiva Ayurveda (Jiva Ojas capsules)	Cure Leucoderma Fights erectile dysfunction and helps achieve orgasm
61.	Dr. Rakhi's Natural Breast Care Clinic	Increase your height Enlarge your cup size naturally



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62.	Akash Dawakhana	Paralysis- many patients cured with ayurvedic treatment
63.	Bull-O-Stand / Good Times Ventures India Inc	Boosts man's vitality, improves sexual performance
64.	Cnr Herbal Treatment Centre	Disease of white spots can be cured completely by the herbal treatment given by Cnr herbs
65.	Dr. Asma Herbal / Commando Range Of Products	Strength up to 3 times, change the life
66.	Dr. Balvinder Singh Waliya	Sure shot treatment for sex problems & childlessness (infertility) nightfall
67.	Dr. Dassans Ayurvedic Centre/ Dr. Dassans Re Renal	Kidney patient has survived from dialysis
68.	Dr. Dassans Ayurvedic Centre/ Dr. Dassans Re Renal	Kidney patient survived from dialysis with Dr Dassans Re Renal
69.	Dr. Dassans Ayurvedic Centre/ Dr Dassans Self On	Paralyzed patient is saved from disability/ handicap with Dr. Dassans Self On
70.	Herbal Care	Soon after the treatment, colour of the spots changes and all the chronic spots disappear
71.	Juneja Clinic (Juneja Pharmacy)	Sex- Men's disease, get strength by seven days course Effective from first day for masculine weakness, small organ, lack of sperm
72.	Orison Pharma Intl Kala Amb /Kaminijosh Softgel Capsule	Power for men Successful treatment of all types of sex related weakness, lack of interest in sex
73.	Sanjivani Homoeopathic Centre	Successful treatment for stones without operation
74.	TAJ Hospital	Taj Hospital – Complete treatment for sexual diseases and see effect in seven days
75.	Sahar S.S. Oil and Powder	Sahar S.S. Oil and Powder – Give full strength and hold back power
76.	Mfb Herbal Dawakhana/ Alshifa Churna	Say goodbye to obesity
77.	Arogyam Ayurvedic Centre	Freedom from asthma All problems got cured after eating medicines for 4 - 5 months
78.	M Bhattacharyya & Co/ Bariffa-X	Beneficial homeopathy medicine for impotence, sexual weakness, lack of sex desire German sex tonic formula- BariffaX
79.	Celestial Biolabs Ltd / Cadalmi n Gae	Successful treatment for arthritis
80.	Dr. Dassans Ayurvedic Centre / Dr.	Kidney patient has been saved from dialysis and transplant



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	Dassans Ayur Neuro Treatment & Research Centre	
81.	Dr. Dassans Ayurvedic Centre / Dr Dassans Self On	Two more paralysis patients have been saved Patient whose legs, forearm, hand and tongue were unable to work, is now completely cured with Dr. Dassan's three months treatment
82.	Gupta Health Clinic	Gain masculine strength in just two days Complete cure for small, thin and sloppy organ, impotency, erectile dysfunction, discharge Increase breast size
83.	Homeocare International	Say bye to infertility
84.	Homeocare International	That assurance will cure your disease – diabetes, infertility, asthma & sexual problems
85.	Chaturbhuj Pharmaceuticals / Japani Tel	Bring mellowness in relationship
86.	Juneja Clinic (Juneja Pharmacy)	Sex weakness, increase vigour, timing and size
87.	Ipsa Labs Pvt Ltd / Khel Range Of Products	“Zor ka jhatka pyara lage” “Khelo Jamke” For excitement, vigour and strength
88.	Hasham Manji Padamshi Surmawala / K-Veda Power Kalaunji prash Gold	Golden opportunity to become man from inside
89.	Sane Care Madhavbaug Ayur Cardiac Clinic / Madhavbaug Ayur Cardiac Reh Center	Let's prevent diabetes Enjoy totally diabetes free life
90.	New Ajanta Clinic	Effective ancient treatment for lack of strength, small size, fast ejaculation, dissatisfaction
91.	Om Saideep Health Clinic	Guaranteed treatment (implies cure) for below diseases – wet dreams, thin semen, premature ejaculation, masculine weakness, loose organ, sex problems, small organ, lack and weak sperm Before/After marriage gain energy and strength
92.	Positive Homeopathy	Permanently get freedom from infertility
93.	Positive Homeopathy	Permanent relief from arthritis
94.	Juneja Ayurveda / Power Tone Joshila	Increase love and give feeling of masculinity
95.	Juneja Ayurveda / Power Tone Joshila	Get strength and vigour



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96.	Razor Veda	Provide research based permanent solution for sex problems of men
97.	Dr. Shaikh	Childlessness and Sex-VD
98.	Dr. Shaikh	Masculine power, premature ejaculation, childlessness and impotence
99.	Sahar Herbal Pharmacy Pvt Ltd / Gadar Fort Capsule	Increase sex time up to 25-30 minutes
100.	Sahar Herbal Pharmacy/ XXL Cream	XXL cream 2'' to 4''
101.	Sahar Herbal Pharmacy / Gadar Fort Capsule	For amazing masculine strength Recommends use of oil as well for better benefit
102.	Shubham Homeo Clinic	Permanent treatment for deafness without operation If you have had an operation of the ear, however, there are problems with hearing loss and deafness, then you should also contact for permanent treatment
103.	Wellness Care / Wellness Care Range Of Products	Successful treatment of sex problems, masculine strength with Ayurvedic product
104.	Arogyam Ayurvedic Centre/ Arogyam Ayurvedic Centre	Got riddance from asthma I went for check-up and all my problems were completely cured in five months
105.	Balaji Homeopathy	Brain tumour - patients suffering since five-seven years who have not got relief from English medicines are cured
106.	Balprada Ayurved Chikitsalay & Anusandhan Kendra	Diseases like kidney failure, types of chronic diseases successfully cured through self-made Ayurvedic medicine
107.	Bullet Gold Power Capsules	The true companion of a man, take one capsule with milk for amazing energy
108.	D S Research Centre	Life does not end with cancer Have successfully overcome the incurable disease (Cancer) and they are living a normal life
109.	Alpha Ayurvedic Pahraceuticals / Devad dhathu Powder	Help males to strengthen marital life Get satisfying health and strength and increase in time. One can enjoy marriage with enthusiasm and energy like that of youth
110.	Gaharwar Pharma Products Pvt Ltd / Gaharwar Pharma Products	Get strength, aroused and penis growth By using this you can increase your desire for sex
111.	Ganga Clinic	Make the nights memorable Increase sex timing and cure premature ejaculation, impotence, wet dreams with our magical Ayurvedic medicines
112.	Herbal Health Care	Diabetes, Libido deficiency in men, for all these diseases complete cure can be got by permanent herbal treatment



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So you can trust advertising

Press Release

The following advertisements were considered to be, prima facie, in violation of The Drugs & Magic Remedies Act / The Drugs & Cosmetics Rules and are being referred to the Ministry of Health:

Sr No	Brand/Product	Claim
1.	Fortis Healthcare Ltd/ Fortis Hospital	100% treatment of deafness
2.	Vimax Pills India/ Vimax Pills	Have 25-30 minutes sex timing Increase length of penis up to 3-4 inch 40% girth(Motai) in Penis
3.	Benda Acupuncture & Slimming Centre	Increase height
4.	Slim N Slender	Remove obesity without operation easily
5.	Slim N Slender	Most successful and advanced solution to reduce obesity permanently
6.	Kalda Burn & Plasic Surgery Center	Make breast in shape
7.	Dr Puris Health Center	Cure sex diseases in 30 minutes
8.	Divya Upchar Sansthan	Freedom from obesity forever Prevent kidney disease and dialysis
9.	Rajshree Medical College & Hospital	Cancer prevention Successful treatment for infertility related problems
10.	Rjn Apollo Spectra Hospital	Permanent treatment for obesity and diabetes for the first time in Gwalior
11.	Sparsha Infertility Centre	Infertility related different complicated problems of both wife and husband is solved
12.	Shri Ram Murti Smarak Institute of medical sciences	High level and successful treatment for cervical (garbhashay griva) cancer
13.	Chhabras Weight Loss	Freedom from obesity
14.	Ksc Health & Beauty Care	Get rid of baldness in just three hours
15.	Ashirwad Test Tube Baby Centre	World class successful treatment for infertility
16.	Indira Infertility & Test Tube Baby Centre	IVF- Blessing for childless couples Through IVF technology, childless will be able to conceive
17.	Jagruti Test Tube Baby Centre	Successful treatment of sterility
18.	Poona Preventive Cardiology Centre	Successful treatment method for patients suffering from heart blockages



HONESTY



DECENCY



RESPONSIBILITY



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19.	Geetanjali Medical College & Hospital	Patient suffering from congenital heart diseases got successfully treated Post successful operation, patient got freedom from congenital heart disease
20.	Javitri Hosp & Test Tube Baby Center	Continuous successful results in the field of infertility for 18 years
21.	Shri Krishna Hospital / Sri Krishna Test Tube Baby Center	Complete treatment for infertility

EDUCATION:-

1. **Rajyog Academy:** The advertisement's claim, "The only institute who has given highest selection in past recruitment", was not substantiated with any verifiable comparative data of the advertiser's institute and other similar institutes, or through a third party validation. The claim is misleading by exaggeration.

Complaints against advertisements of 15 educational institutes listed below are UPHOLD mainly because of unsubstantiated claims that they provide 100% placement/AND/OR because of misleading claim that they provide 100% placement assistance/AND/OR they claim to be the No.1 in their respective fields

Kavira Classes & Defence Academy, National Small Industries Corporation (NSCI Tool Room), CL Educate Ltd (Career Launcher), Mission An Institute Of Professional Development, Royal IAS Academy, Om Sri Sai Siksha Samiti – (Sri Sai Institute of Paramedical Studies & Research), RC Teachers Academy, Saphalta Defence Academy & Hostel, Image Infotainment Ltd (Image Creative Education), Ramappa Police Academy, CV Raman Academy for IIT – JEE/PPB Hindu, BSH Household Appliances Manufacturing Pvt. Ltd (BRIDGE) /Sristi Community College, BPTDC Institute of Hotel Management, Parth Paramedical Institute, Sobhasaria Jankalyan Trust (Sobhasaria Group of Institutions)

FOOD & BEVERAGE:-

1. **Ultraapower Greenfield Botanical (Ultraapower Green Tea):** The advertisement's claims, "Increase blood cells" (Pomegranate Green Tea), "Dilute kidney stone" (Banana Stem Green Tea), "Produce more blood" (Beetroot Green Tea), "Cure eye sight" (Carrot Green Tea), "Strengthen bone" (Amla Green Tea), "Removes extra sodium/cholesterol from body" (Ginger/Garlic/Lemon Green Tea), "Improve memory power" (Centella Green Tea), "Strengthen nervous system" (Cumin Green Tea), "Cleans body cells" (Indian Copper leaf Green Tea), "Control diabetes" (Cinnamon Green Tea), "Increase immunity power" (Cloves Green Tea), "Control heart disease/diabetes" (Lemon blossom Green Tea), "Decrease joint pain/Rheumatics" (Veldt Grape Green Tea)", were not substantiated with scientific rationale and / or clinical evidence of product efficacy. Advertisement promoting a food product claiming benefits of therapeutic nature, was misleading by



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implication and exploits consumers' lack of knowledge and is likely to result in widespread disappointment in the minds of consumers.

- 2. Saboo Sodium Chloro Limited (Surya Salt):** The advertisement's claim, "Has magnesium which gives relief in joints pain" and "Protects from acidity", were not substantiated with evidence of product efficacy and are misleading by gross exaggeration.
- 3. Flipbald Health And Wellness - Flipbald Health & Wellness Products:** The advertisement's claims (in Hindi) as translated in English, "Increase your stayed weight upto 15 kilograms in few days", testimonial claims, "To gain weight with guarantee and it has no side effects and because it is natural, it is effective immediately", accompanied by FSSAI logo, were not substantiated with evidence of product efficacy and are misleading by exaggeration and implication that FSSAI has approved the product efficacy / claims made in the advertisement.

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 the interest of consumers. 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 / web-site, product packaging, brochures, promotional material and point of sale material etc. 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. The association with these Government bodies is to co-regulate and curb misleading and objectionable advertisements in the respective sectors. In January 2017, the Supreme Court of India in its judgement has also affirmed and recognized the self-regulatory mechanism as an effective pre-emptive step to statutory provisions in the sphere of advertising content regulation for TV and Radio in India. ASCI is a part of the Executive Committee of International Council on Ad Self-Regulation (ICAS). Among several awards bestowed by the European Advertising Standards Alliance (EASA), ASCI bagged two Gold Global Best Practice Awards for the Mobile App "ASCIonline" (2016) and for reducing the time taken to process complaints (2013). (Source: www.ascionline.org)

For further information, please contact:

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