

Press Release

ASCI PROCESSES COMPLAINTS AGAINST 389 ADVERTISEMENTS, OF WHICH 355 WERE REGARDING MISLEADING CLAIMS

Mumbai, March 1, 2019: In October and November 2018, ASCI investigated complaints against 389 advertisements of which the advertisers ensured corrective action for 112 advertisements as soon as they received the complaints from ASCI. ASCI's Consumer Complaints Council (CCC) upheld complaints against 232 advertisements from a total of 277 advertisements evaluated by them. Of these 232 advertisements, 95 belonged to the **education sector**, 53 to the **healthcare sector**, 36 to the **food & beverages sector**, 23 to **personal care**, and 20 were from the 'others' category. Five advertisements **violated BARC Guidelines**.

Amongst various advertisements that were examined, the CCC observed that, a renowned cricketer endorsing a bike brand shown driving rashly and violating traffic rules, manifesting a disregard for safety. In addition to this, a famous celebrity was found to endorse a shampoo claiming to keep hair non-stop fresh for up to 72 hours. In another advertisement a celebrity was endorsing a well-known brand of glasses promising that the product blocks harmful blue rays from digital media unlike other glasses.

A significant number of complaints looked into by the CCC pertained to Food and Beverage sector. The most common reason for upholding complaints were unsubstantiated and exaggerated claims that exploit consumers' lack of knowledge. It was also observed that the advertisements had unsubstantiated leadership claims, improper use of FSSAI logo in contravention of the FSSAI advisory, organic claims, disparagement of healthy eating habits as well as surrogate advertisements.

D. Shivkumar, Chairman, ASCI said, "ASCI and FSSAI recently concluded their second year of collaboration via an MOU. FSSAI had given ASCI a mandate for comprehensive Suo Moto surveillance of potentially misleading advertisements in the F&B sector. Over 200 misleading advertisements have been looked into by the CCC and their compliance status was updated to FSSAI. This co-regulation model has been quite effective in ensuring compliance and was recently also referred in a Rajya Sabha question."

Press Release

EDUCATION: - Total of 95 advertisements complained against

- [Direct Complaints](#) (Six advertisements)
- [Suo Moto Surveillance by ASCI](#) (89 advertisements)

HEALTHCARE: - Total of 53 advertisements complained against

- [Direct Complaints](#) (12 advertisements)
- [Suo Moto Surveillance by ASCI](#) (41 advertisements)

FOOD AND BEVERAGES: - Total of 36 advertisements complained against

- [Direct Complaints](#) (19 advertisements)
- [Suo Moto Surveillance by ASCI](#) (17 advertisements)

PERSONAL CARE: - Total of 23 advertisements complained against

- [Direct Complaints](#) (19 advertisements)
- [Suo Moto Surveillance by ASCI](#) (Four advertisement)

Violation of BARC Guidelines: - Total of five advertisements complained against

- [Direct Complaints](#) (Five advertisements)

OTHERS: - Total of 20 advertisements complained against

- [Direct Complaints](#) (14 advertisements)
- [Suo Moto Surveillance by ASCI](#) (Six advertisements)

DIRECT COMPLAINTS

The advertisements given below were complained against by general public or by industry members. Of the 156 advertisements, **38** cases were informally resolved, meaning the advertisements were voluntarily withdrawn by the advertisers immediately post receiving the complaints. Complaints against 75 advertisements were upheld by the CCC. Of the **75 advertisements, 19 from the Food & Beverages sector, 19 belonged to Personal care sector, 12 belonged to Healthcare sector, six to the Education category, and 14 belonged to the 'Others' category.** Complaints against five advertisement were pertaining to violation of BARC Guidelines.

The following advertisements were in violation of ASCI's **Guidelines for Celebrities in Advertising**. The advertisers did not provide any evidence to show that the celebrities did due diligence prior to lending their name for the endorsements, to ensure that all description, claims and comparisons made in the advertisement are capable of substantiation:

- 1. Hero MotoCorp Ltd (Hero Xtreme 200r):** In the advertisement, cricketer Virat Kohli is seen driving rashly in normal traffic conditions. The advertisement portrays violation of traffic rules, shows dangerous practices and manifests disregard for safety. The advertisement showed speed manoeuvrability in a manner which encourages unsafe or reckless driving which could harm the driver and general public. The TVC contravened Chapter III.3 of the ASCI Code and Clauses (a) (b) and (c) of the ASCI Guidelines for Advertisements depicting Automotive Vehicles.
- 2. L'Oreal India Pvt Ltd. (L'Oreal Extraordinary Clay Shampoo):** The advertisement's claim, "The power of pure clay in shampoo" is inadequately substantiated as it lacked specific scientific evaluation showing the effectiveness of clay and is misleading by ambiguity and implication. For the claim "keeps hair non-stop fresh for up to 72 hours" the advertiser did not provide appropriate scientific evaluation to substantiate the claim, hence is misleading by ambiguity and exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers.
- 3. L'Oreal India P. Ltd. (Garnier Micellar Cleansing Water):** The advertisement with celebrity Alia Bhat claimed, "Makeup off in just one swipe," which was not substantiated. The claim is misleading by exaggeration, and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertiser did not provide any testimonials, or any evidence of the consent of the celebrity for the product efficacy claims.
- 4. Buy Happy Marketing LLP (VIP Natural Hair Colour Shampoo):** The advertisement shows celebrity Vivek Oberoi applying the product with his bare hands, and saying "Gloves ki zaroorat hi nahin. Gloves ke bina hi, isse app geele haathon mein leke safed baloon par shampoo hi tarah maasage karke sirf 15 minutes mein wash kar le. Ye aapke skin par bilkul nahin lagega, sirf aapke balon par lagega", the claim was not substantiated with any technical test reports and is misleading by ambiguity and implication. The instructions in product leaflet mention "Use gloves when required" while the pack says "can be applied with wet bare hands" are contradictory. Also, the claim "5 in 1 benefit i.e. application on head, moustache, beard, chest and hand" was not substantiated with any safety test reports. The advertisement to be encouraging unsafe practices among

consumers. Lastly, the advertiser did not provide any evidence of the celebrity's due diligence hence violating the ASCI Guidelines for Celebrities in Advertising.

Food and beverage

The following advertisements were considered to be misleading and likely to lead to grave or widespread disappointment in the minds of consumers.

1. **ITC Limited (Sunfeast Yippee Powerup Masala Noodles):** The advertisement's claim "Atta Noodles" is misleading by omission and exploits consumers' lack of knowledge as the product also contains "Refined Wheat Flour" (Maida) quantity of which has not been declared in the ingredient list on the product pack.
2. **Pernod Ricard India (Blenders Pride Music CDs):** The advertisement features a man wearing a suit, holding a cricket ball while the tagline reads: "It's Never Too Early to create a legacy. Be Ages Ahead." The advertisement is a surrogate advertisement for promotion of a liquor product – Seagram's Blenders Pride and is misleading by implication.
3. **Allied Blenders and Distillers Pvt. Ltd (Officers Choice Wafers):** The brand's website shows various flavours of potato wafers claiming "30 years of Officer's choice promise". The advertisement is a surrogate advertisement for promotion of a liquor product – Officers Choice and is misleading by implication.
4. **Allied Blenders and Distillers Pvt. Ltd (Officers Choice Stixx):** Officer's choice website shows various flavours of Stixx. Officer's Choice blue is a popular brand of alcoholic beverage and the advertisement is a surrogate advertisement for promotion of liquor product – Officers Choice and is misleading by implication.
5. **N K Proteins (Tirupati Sunpride Sunflower oil):** The advertisement's claims, "Tirupati Sunpride (Refined Sunflower Oil) helps in reducing bad cholesterol levels, increasing immunity, anti-aging process, reducing cancer risk, reducing risk of heart ailments", were not substantiated with clinical evidence of product efficacy and are misleading by exaggeration.
6. **Adani Wilmar Ltd (Fortune Ground nut Active Oil):** The advertisement's claim (in Gujarati) in the print advertisement, as translated in English, "So leave your worries (*chinta*) about health, fry the dal vada in healthy groundnut oil", seen in conjunction with visual of the food item (fried dal vada) shown in the print advertisement was misleading. The claim "So relish your favourite Dhoklas, Handwo, Dalwada etc., without worrying about your health" does not show disclaimers that encourage moderation in eating, promotes over consumption of fried food, and undermines the importance of healthy lifestyle.
7. **Adani Wilmar Ltd (Fortune Ground Nut Active Oil):** In the advertisement, name "Ground Nut Active" is a coined term. However, when seen in context of the overall print advertisement saying "Singh Tel" (Groundnut oil) and showing images of 'ground nuts', is misleading by ambiguity and implication, and is likely to lead to grave or widespread disappointment in the minds of consumers. The reference to the advertised product as "healthy groundnut oil" is also misleading by ambiguity since it is actually blended oil with 70% refined

sunflower oil. The claim also implies that other groundnut oils in the market are “unhealthy” and such reference also denigrates the entire category of groundnut oil.

8. **Jain Farm Fresh Foods Ltd. (Fru2Go):** The advertisement’s claim, “Mere paas ab mango ke liye samay nahi toh fruits ke liye kitne minutes bache? zero”, disparages good dietary practices and selection of options, such as fresh fruits, that accepted dietary opinion recommends should form part of the normal diet.
9. **Nutrisattva Foods Pvt Ltd. (Proliva Light and Lean):** The advertisement’s claim, “India’s first high protein, high fibre supplement with metabolism boosters for weight loss”, was not substantiated with any third party certification or comparative market research data , to prove that their product is the first supplement of its kind in India, which is beneficial for weight loss. The claims, “The whey-soy protein mix adds energy to keep you going”, and “Proliva brings strength and endurance with unmatched holistic nutrition for sports and fitness enthusiasts” were not substantiated with any scientific rationale or evidence of product efficacy.
10. **Vinayak Oils & Fats Pvt Ltd (Doctor’s Choice Good Heart):** The brand name “DOCTORS’ CHOICE” is misleading by ambiguity and implication, and is likely to lead to grave or widespread disappointment in the minds of consumers and leads them into believing that product is recommended by doctors or is a Doctor’s preferred choice. The advertisement’s claims, “Possesses cholesterol lowering effect”, “And conforms to the ICMR/WHO recommended dietary allowance to control CHD”, and “Consumes significantly less oil while frying”, were inadequately substantiated.
11. **Vinayak Oils & Fats Pvt Ltd (Doctor’s Choice Pure Refined Rice Bran Oil):** The brand name “DOCTORS’ CHOICE” is misleading by ambiguity and implication, and is likely to lead to grave or widespread disappointment in the minds of consumers and leads them into believing that product is recommended by doctors or is a Doctor’s preferred choice. The advertisement’s claims, “Helps reduce cholesterol absorption and enhances cholesterol elimination”, “Improves natural skin tone and keeps it soft, supple and smooth”, and “Consumes significantly less oil while cooking and makes food tastier”, were inadequately substantiated.
12. **TBJ Impex Pvt Ltd. (Jewel Farmer Roasted Flax Seeds):** The advertisement’s claims, “Helps improve heart health”, and “Helps improve blood sugar levels”, were not substantiated with clinical evidence of product efficacy, and are misleading by exaggeration.
13. **TBJ Impex Pvt Ltd. (Jewel Farmer Roasted Flax Seeds):** The advertisement’s claims, “Prevents cancer”, “Boosts immune system”, and “Helps reduce high BP”, were not substantiated with clinical evidence of product efficacy, and are misleading by exaggeration.
14. **TBJ Impex Pvt Ltd. (Jewel Farmer Roasted and Salted Pumpkin seeds):** The advertisement’s claims, “Supports prostate health”, “Eases constipation”, and “Boosts immunity and benefits liver”, were not substantiated with clinical evidence of product efficacy, and are misleading by exaggeration.

Press Release

15. **TBJ Impex Pvt Ltd. (Jewel Farmer Chia Seeds):** The advertisement's claims, "Helps lower risk of heart disease", "Can make major improvements in type-2 diabetes", and "Promotes mind, body and heart health", were not substantiated with clinical evidence of product efficacy, and are misleading by exaggeration.
16. **TBJ Impex Pvt Ltd. (Jewel Farmer Roasted Seedmix):** The advertisement's claims, "Helps lower bad cholesterol", "Helps improve heart health", and "Eases constipation", were not substantiated with clinical evidence of product efficacy, and are misleading by exaggeration.
17. **Nanophyto Wellness Pvt Ltd (Jumpstart Nutrition):** The advertisement's claims, "For children five-fifteen years", "Important for immune function", and "Promotes growth", were inadequately substantiated and are misleading by ambiguity. The picture shown of Nikhil Soares, Guinness World Cubing Champion, when seen in conjunction with the copy text stating, "Nikhil Soares drinks Jumpstart Chocolate milk" was misleading by implication that his success was due to the consumption of the product - Jumpstart. The claim of "Low on Sugar" was not substantiated and is misleading by exaggeration.
18. **Saj Food Products (P) Ltd (Bisk Farm Cream Cracker- Sugar Free):** The advertisement's claims, "Sugar Free", "Free of Sugar", and "Sugar nahi", were not proven with evidence of the product being sugar free. The claims contradicted the text mentioned on the back of pack "contains naturally occurring sugars".
19. **Herbalife International India Pvt Ltd (Herbalife Formula 1 Shake Mango Flavor):** The advertisement's claims, "A healthy meal replacement that fulfils nutritional needs of the body", "Aids in weight management by reducing daily calorie intake", and "Enhances immunity of the body and maintains healthy digestion", were not substantiated with evidence of product efficacy, and are misleading by exaggeration.

Personal Care

The following advertisements were considered to be misleading and also likely to lead to grave or widespread disappointment in the minds of consumers.

1. **Procter & Gamble Hygiene & Health Care Limited (Head & Shoulders Anti-Dandruff Shampoo):** In 3 advertisements - Print, Digital and Point of sale, the claim, "Keeps you up to 100% dandruff free" requires the adjective "up to" to have an equal emphasis in the super, in terms of font size, weight as well as colour, shape / bold characters, as it is an important descriptor for the claim to hold true. The advertisement's claim gives the impression that it is able to provide "100% dandruff free" hair which is misleading and it contravened Chapters I.4 and I.5 of the ASCI Code and the ASCI Guidelines on disclaimers in advertising.
2. **Procter & Gamble Hygiene & Health Care Limited (Head & Shoulders Anti-Dandruff Shampoo):** The print advertisement's claim, "Dandruff free smooth baal, Rs 2 ka kamaal" is misleading by implication that the product would be effective with a single use of a sachet. "Dandruff free" claim was not substantiated for "single sachet use" for Basic Smooth variant and is inconsistent with the disclaimer recommending regular use for efficacy.

Press Release

3. **GlaxoSmithKline Asia (Sensodyne Toothpaste):** The advertisement's claims, "That's Why Dentist Recommended" and "Eight out of 10 dentists recommend Sensodyne for sensitive teeth" were not adequately substantiated. The findings of the dentist survey of 2015 showed that 80% of the dentists recommended Sensodyne toothpaste to their patients suffering from dentine hypersensitivity. This data is considered outdated since it did not correspond to the current or the previous calendar year. The claim is misleading by implication.
4. **Dabur India Ltd (Dabur Red Toothpaste):** For the claim, "Overall Oral Hygiene", the advertiser stated that Overall Oral Hygiene includes reduction of plaque, halitosis, caries, gum disease, etc. wherein there was 16.36% improvement for competitor product vs. 26.9% improvement for the advertised product in 1 month. In the absence of any standard set of parameters and their respective weightages to define "Oral Hygiene" value, the claim of "64% better" was inadequately substantiated.
5. **Ratan Ayurvedic Sansthan (Sugandha Varna Nikhar Cream):** The advertisement's claim, "It reduces melanin formation and makes your skin fairer day by day...." was not substantiated with the product efficacy data and is misleading by exaggeration.
6. **Win Medicare Pvt. Ltd (Umesh Modi Group)- Mederma Stretch Marks Therapy:** The advertisement's claims, "Stretch marks se bachaav ke liye, Pregnancy ke chauthe mahine se din mein do baar istemaal kare", "Post pregnancy stretch marks par rozaana do baar lagaye aur sirf 12 hafte meim fark deke" and "Ab sirf khushiyaan, no stretch marks" were not substantiated. The claims imply preventive and curative properties which were not corroborated, and hence are misleading.
7. **The Himalaya Drug Company (Himalaya Anti Hair Fall shampoo):** The advertisement's claims, "Hair Fall ka Sahi Solution", "Ismein hai goodness of Bhringaraj, jo baalon ko girne se bachaker unko mazboot aur ghana banata hai", were inadequately substantiated. The claim implies that Bhringaraj provides the anti-hair fall benefit in the shampoo formulation, which is misleading by ambiguity and implication.
8. **Mountain Valley Springs India Pvt Ltd. (Forest Essential Sanjeevani Beauty Elixir):** The advertisement's claim, "The formulation is an enriched version of natural sebum, which instantly penetrates and plumps the skin", was inadequately substantiated and is misleading by exaggeration. The claim, "This potent formula has powerful anti-ageing properties that visibly diminishes signs of ageing by eliminating fine lines and restoring firmness, leaving the skin firm, toned and more youthful", was not validated by any published literature or clinical studies. The claim was inadequately substantiated and is misleading by exaggeration.
9. **Mountain Valley Springs India Pvt Ltd. (Eternal Youth Formula Date and Litchi):** The advertisement's claim, "most effective and precious ingredients" was not justified and validated. The claim was inadequately substantiated and is misleading by exaggeration. The claim, "This potent formula has powerful anti-ageing properties that visibly diminishes signs of ageing by eliminating fine lines and restoring firmness, leaving the skin firm, toned and more youthful", was not validated by any published literature or clinical studies. The claim was inadequately substantiated and is misleading by exaggeration.

Press Release

10. **Mountain Valley Springs India Pvt Ltd. (Forest Essential Kumkumadi Teenage Night Cream):** The advertisement's claims, "Kumkumadikeram night cream is a highly effective night cream which contains powerful Ayurvedic preparations of Kumkumadikeram and Manikya (Ruby) Bhasma which helps to lighten pigmentation and clarify the skin" and "Renowned as Padmaraga or the Red lotus, ManikyaBhasma has miraculous skin rejuvenating properties", were inadequately substantiated and are misleading by exaggeration.
11. **Shree Sanjeevan Wellness Solutions (Pure Elements- Age Defying cream):** The advertisement's claims, "It regenerates cellular tissue and collagen and slows down skin ageing", "Prevents wrinkle formation, removes dark patches and restores skin elasticity and firmness", and "Precious ingredients of this cream fight free radicals and prevent oxidative damage caused by UV rays and pollution", were inadequately substantiated.
12. **Shree Sanjeevan Wellness Solutions (Pure Elements- Ultra light sunscreen):** The advertisement's claims, "Enriched with botanical extracts and vitamins, this formulation offers powerful protection against free radicals", "Calming and soothing herbs like Cucumber, Licorice and Aloe Vera prevent skin burning, irritation and keeps it hydrated", and "Infused with natural extracts of herbs & roots, it gives perfect protection against ageing, dark spots, blemishes and skin darkening", were not substantiated, and are misleading.
13. **Namyaa Skincare (Namyaa Intimate Lightening Serum):** The advertisement's claims, "This great formula not only lightens the dark pigmentation but also removes cellulite and scars of the skin to make it radiant and glowing", "During this treatment, the skin of those delicate areas also tightens to gain its perfect shape and reduces the wrinkles caused by softening of the tissues", and "Get a flawless and graceful skin of intimate areas by Namyaa Intimate Skin Whitening gel in just six to eight weeks", were inadequately substantiated and are misleading by exaggeration.
14. **Eli Pharmaceuticals (Melas Cream and Lotion):** The advertisement's claims, "Glow and shine on face", "Melas is the right solution for five problems – Spots, marks, dark circles, cut and burn marks, tanning marks", and "Effective from day one itself", were not substantiated with product efficacy data, and are misleading by exaggeration.

Healthcare

1. **Netmeds Marketplace Limited:** The advertisement's claim, "Netmeds-the pharmacy with over 100 years of experience", was neither substantiated with supporting evidence of the commencement of their business in pharmaceuticals field to prove 100 years of experience, nor did they provide any independent audit or verification certificate.
2. **Ayushakti Ayurved Pvt Ltd (Diabetox):** The advertisement's claims, "Controls sugar naturally", "Reduces dependency of other medications", and testimonials of Mr. Shashi and Mrs. Anuradha whose photographs have been shown in the advertisement as having benefitted from the treatment, were not substantiated with treatment efficacy data.

Press Release

3. **Ayushakti Ayurved Pvt Ltd (Diabetox):** The advertisement's claims, "Helps regularize high blood pressure" and "Reduces burning, weakness, numbness, pain & stiffness in legs", were not substantiated with treatment efficacy data, and are misleading by exaggeration. The claim, "Awarded by AYUSH Minister for steering the largest Ayurvedic Clinic Chain", was not substantiated with copy of the award certificates, details of the criteria for granting the award, references of the awards received such as the year, source and category, the claim is misleading by ambiguity and omission of disclaimer to qualify this claim.
4. **Berkowits Hair and Skin Clinic:** The advertisement's claims, "Only you can stem your hair loss using autologous stem cells", "Guaranteed results just in one session", "First time in north India Stem Cell Therapy" and "Unique no needle packages for female hair loss" were not substantiated, and are misleading by exaggeration. The advertisement also implied stem cell therapy for unapproved indications and was in breach of the law as it violated 'The National Guidelines for Stem Cell Research 2013'.
5. **Dr Detox Weight Loss Clinic:** The advertisement's claims, "100% natural and scientific," and "Lose upto seven kilograms in 30 days," were not substantiated with treatment efficacy data, and are misleading by exaggeration. The claim, "Only Detox Specialist since 2008," was not substantiated with supporting data such as market survey on year on year basis since 2008, to prove absence of other detox specialists or through a third party validation.
6. **Inlife Healthcare (Inlife Vaginal Tightening Gel):** The advertisement's claim, "INLIFE VT Gel (Vaginal Tightening Gel) is effective in tightening the vaginal walls and rejuvenating the delicate part of your body", was not substantiated with evidence of product efficacy, the claims are grossly misleading.
7. **Sneh Herbal Care (Thyromet Capsules):** The advertisement's claim, "100% cure from both the types of Thyroid diseases", was not substantiated with clinical evidence of product efficacy. The claim, "An Ayurvedic Proprietary Medicine", was not substantiated with product composition or registration details.
8. **LASS Naturals (Lypo6 Anti- Cellulite Gel):** The advertisement's claims, "Lass Lypo6 Anti Cellulite gel is a safe, 100% natural & non-greasy formulation, containing blend of herbs & essential oils that have proven results to burn the extra or unwanted fat from thighs, waist and stomach", were not substantiated with technical details, composition of the product and evidence of product efficacy.
9. **Health Plus Advanced Physiotherapy & Fitness Studio:** The advertisement's claim (in Gujarati) as translated in English, "Shoulder pain, knee pain, pain in heel, varicose veins, cure pain in just seven days", was not substantiated with supporting clinical evidence.
10. **Mohanji Pansari Herbal Products Co (Sugernil):** The advertisement's claims, "Nurturing the legacy over 80 years of experience", "Controls sugar in just two weeks", "Removes weakness due to sugar" were considered to be, prima facie, in violation of The Drugs & Magic Remedies Act (DMR).

Press Release

11. **Zee Laboratories (Da Zeagra):** The advertisement implying, “Vitality and power for men - The maintenance or improvement of the capacity of human beings for sexual pleasure” was considered to be, prima facie, in violation of The Drugs & Magic Remedies Act (DMR).
12. **OSHO Medicare:** The advertisement’s claims, “Diabetes- 100% result,” “Insulin Free,” and “No need to consume medicine for lifetime,” were considered to be, prima facie, in violation of The Drugs & Magic Remedies Act (DMR).

Education

1. **FIITJEE LTD:** The advertisement’s claims, “Nobody can compare with our results in JEE Advanced/ IIT-JEE, JEE Main, Boards, KYPY, Olympiads, NSEJS & NTSE”, “No one can beat our expertise- Our 26 years of unblemished record is filled with excellence and extraordinariness”, and “We are the only institute capable of training faculty for not just IIT-JEE/ JEE advanced but also for JEE Main, Boards, KYPY, Olympiads & NTSE. Other institutes have tried and failed miserably”, were not substantiated with verifiable comparative data, or through a third party validation. The claims are misleading by exaggeration and likely to lead to grave or widespread disappointment in the minds of consumers.
2. **Landmark Immigration:** The advertisement’s claim, “95% success rate*”, was not substantiated with third party validation or verifiable supporting data to prove their 95% success in enabling immigration for their students to study abroad. The claim, “No. 1 Consultant in India for Canadian and USA Colleges”, was not substantiated with third party validation or verifiable comparative data of the advertiser’s institute and other immigration consultants in India, to prove that it is in leadership position (No.1) as compared to the rest.
3. **Advisor Academy:** The advertisement’s claims, “NEET Not qualified, No Problem! We have solution study MBBS (4.8 Years- 8 months in India and 4 years in USA) + PG in USA”, and “MCI Test not required”, were not substantiated with supporting data. The claim, “Earn 35+Lacs in PG Washington University”, was not substantiated with supporting evidence to prove that students were offered the claimed salary packages. A detailed list of students who have been placed through their institute, contact details of these students for verification and student job offer letters were also not furnished.
4. **Kaplon Education Pvt Ltd:** The advertisement’s claim, “100% international internship and job.” was not substantiated with data such as detailed list of students who have been placed through their Institute internationally in hotel, aviation, travel & tourism industries, their contact details, enrolment forms, and appointment letters nor with any independent audit or verification certificate.
5. **CL Educate Ltd. (Career Launcher):** The advertisement’s claims, “25764 IIM calls in CAT '17”, “19020 IIM calls in CAT '16” and “17229 IIM calls in CAT '15”, “Talk to any of the "25000+ CL students who received IIM calls in CAT'17", were inadequately substantiated. Furthermore, the claim, “17229 IIM calls in CAT '15” is misleading, as it does not match as per the CA report on pages six, seven, eight and the total adds up to only 1849 as against 17229 IIM calls as claimed in the advertisement.

Press Release

6. **CL Educate Ltd. (Career Launcher):** The advertisement's claims, "Best CAT coaching in Ahmedabad", "Best Infrastructure & Best faculties", was not substantiated with any market survey data, or with verifiable comparative data of the advertiser's institute and similar institutes in Ahmedabad, to prove that it is better than the other CAT coaching institutes, or through an independent third party validation. The claims are misleading by exaggeration and implication and likely to lead to grave or widespread disappointment in the minds of consumers.

BARC Guidelines

The following five advertisements violated the BARC Guidelines; BARC Guidelines require that for any leadership claim, the period of comparison must cover at least four consecutive weeks, and at least four consecutive clock hours of data. The leadership claim in all five cases below were based on two consecutive hours instead of four, and hence violated the BARC Guidelines.

1. **ARG Outlier Media (Republic TV):** In the advertisement mailer dated 24th August, Republic TV has made leadership claim under Single Event Reporting.
2. **ARG Outlier Media (Republic TV):** In the advertisement mailer dated 31st August, Republic TV has made leadership claim under Single Event Reporting.
3. **ARG Outlier Media (Republic TV):** In the advertisement mailer dated 6th September, Republic TV has made leadership claim under Single Event Reporting.
4. **ARG Outlier Media (Republic TV):** In the advertisement mailer dated 14th September, "Republic TV has made leadership claim under Single Event Reporting.
5. **ARG Outlier Media (Republic TV):** In the advertisement mailer dated 20th September, Republic TV has made leadership claim under Single Event Reporting.

Others

1. **Hindustan Unilever Ltd (Vim Anti Smell Bar):** The advertisement's claim, "New Vim" was misleading as the product with this formulation was launched in mid-2017. The advertisement was published in August 2018. Hence, the advertisement is likely to lead to grave or widespread disappointment in the minds of consumers.
2. **LG Washing Machine:** In the advertisement, the Ad – sticker displayed on the product (washing machine), did not provide details of the LG rat away technology used in their semi-automatic machine which keeps the rats away, thus preventing any harm to the machine. The claim of "rat away" was unsubstantiated. Additionally, the claim of "India's First" was not substantiated with comparative data, to prove that they are the first to use this technology.

Press Release

3. **Godrej Consumer Products Ltd (GoodKnight Patches):** The advertisement's claim, "100% Natural", is misleading by implication and omission. The claim does not mention that this claim is limited to only the active ingredients.
4. **Bharat Petroleum Corp Ltd:** The advertisement's claim, "Assured Gift & Chance to win Bike Induction Cook Top", was not substantiated and likely to lead to grave or widespread disappointment in the minds of consumers.
5. **Zomato Media Pvt. Ltd:** The advertisement's claim offer of 'Chicken Tikka Sandwich + Cold Coffee Shake' when seen in conjunction with the pictorial depiction of four pieces of sandwich with a glass of cold coffee at the quoted price of Rupees.99/- distorts facts and is misleading by implication that the order would be fulfilled as per the visual shown in the advertisement. The claim offer misrepresented facts by giving false information about the offer, especially for an online transaction.
6. **ICON Homz (ICON happy living apartment):** In the YouTube advertisement, the presence of other amenities such as club house, badminton courts adjacent to swimming pool, landscaped gardens, presence of elliptical gym equipment was not substantiated and these were not as per the original agreed plan with the purchaser. Furthermore, the advertisements does not carry the RERA details of the project, which is a mandatory requirement by the RERA authorities for advertising any project. The advertisement is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers.
7. **Blue Star Limited (Blue Star Water Purifier):** The advertisement's claim, "It infuses water with alkaline and antioxidant properties which strengthen your immunity," was inadequately substantiated.
8. **Havells India Ltd (Havells RO Water Purifier):** The advertisement's claim, "Ordinary ROs give acidic water", related to water from ordinary RO being referred to as acidic ("par jab pata chale ye aam RO se hai jo acidic paani deta hai toh...") when seen in conjunction with the visuals of several characters immediately spitting out the water, is inadequately substantiated and misleading by ambiguity. Furthermore, the advertisement unfairly denigrates the entire category of RO water purifiers by implying that other RO water purifiers provide unpotable acidic water, despite the input water being alkaline.
9. **Roppen Transportation Services Private Limited (Rapido):** The advertisement's claim offer, "At Just rupees three /kilometre only" and "Only at rupees three /kilometre", is not substantiated with evidence showing rupees three being actually charged for distance of one kilometre, and is misleading by omission of a disclaimer to mention that T&C apply.
10. **MSR India Limited (Dr. Copper Seamless Copper Bottle):** The advertisement's claim, "Clinically Proven - Bacteria grow in plastic bottles hour by hour", was not substantiated with any scientific rationale or technical tests. The claim is misleading by exaggeration, exploits consumers' lack of knowledge and also unfairly denigrates category of plastic bottles that are food grade and permitted to be used for storing food and beverages.

- 11. Banayantree Services (ET Money App):** The advertisement's claim, "Free forever", is misleading by ambiguity, as it was free for a limited period. This claim was considered to be contradictory to the advertiser's submission that they may impose transaction charges depending on their business plans. Hence, the claim exploits consumers' lack of knowledge and likely to lead to grave or widespread disappointment in the minds of consumers.
- 12. Vikrant Chemical Industries (Doctor brand toilet cleaner):** The advertisement's claim, "Kills 99% germs", was not substantiated with technical test reports. The claim, "Karodo parivaron ka bharosa" ("Trusted by Crores of families") was not substantiated with consumer / market survey data for the product being trusted and used by consumers. The claim, "Doctoron dwara pramanit" (Certified by doctors) was not substantiated with supporting evidence of their product being certified or endorsed by doctors. The claims are misleading by exaggeration and are likely to lead to grave or widespread disappointment in the minds of consumers.
- 13. N.Ranga Rao & Sons (Lia agarbathis):** The advertisement's claim "India's No.1 Agarbathi Brand" was false and misleading by ambiguity and implication. The claim is likely to lead to grave or widespread disappointment in the minds of consumers.

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 **233** advertisements that were picked, **74** cases were informally resolved meaning the advertisements were voluntarily withdrawn by the advertisers immediately post receiving the complaints. Of the 158 advertisements, complaints against **157** advertisements were upheld. Of these 157 advertisements, **89** belonged to the **Education sector**, **41** advertisements belonged to the **Healthcare sector**, **17** belonged to the **Food & Beverages sector**, **four** to **Personal care** and **six** belonged to the '**Others**' category.

The following advertisements were in violation of ASCI's **Guidelines for Celebrities in Advertising**. The advertisers did not provide any evidence to show that the celebrities did due diligence prior to lending their name for the endorsements, to ensure that all claims, description and comparisons made in the advertisements are capable of substantiation, nor did the advertiser submit any testimonials or any evidence of the consent of the celebrity before endorsement:

- 1. Lenskart.com (Lenskart Blu Smartphone Lenses):** The advertisement's claim, "*Aankhe toh thakengi hi ...kyunki digital screens Mein hoti hain harmful blue light... Jo na ruke ordinary lenses se...Na anti-glare se... Ruke to sirf lenskart blue lenses se...*" was not substantiated with reliable evidence that digital screens emit blue light and its exposure is harmful to users. The advertiser did not submit any comparative data to prove the effectiveness of the Lenskart Blue Lens in obstructing the harmful blue light of the digital screen, compared to regular lenses and antiglare lenses. Also, the visual of Katrina Kaif urging customers to visit

the Lenskart store for a Lenskart Blue demo when seen in conjunction with the claims is likely to mislead consumers regarding the product efficacy.

2. **Rasna International Pvt. Ltd (Native Hatt Aampanna):** The advertisement's claim, "No chemicals, preservatives", was not substantiated with supporting data showing absence of any chemicals in the product. The claim is misleading by exaggeration, and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertiser did not provide any evidence to show that celebrity Kareena Kapoor had done any due diligence.

Education

The CCC found claims in the advertisements by following 19 advertisers that were not substantiated and thus, in violation of ASCI Guidelines for Advertising for Educational Institutions.

1. **Swami Vivekanand Center:** The advertisement's claim, "Institute that has given most State's selection" was not substantiated and is misleading by exaggeration.
2. **Excellence Classes:** The advertisement's claim, "Institute in the state that has given highest selections and toppers" is unsubstantiated and misleading by exaggeration.
3. **LNCT University:** The advertisement's claim, "The most trusted in MP", was not substantiated with a third party validation or any supporting comparative data of the advertiser's institute and other similar institutes in MP or market survey data. The claim, "No. 1 Technical, Medical and Professional Group of Central India", was not substantiated with a third party validation or verifiable comparative data, to prove that it is in leadership position (No.1).
4. **Dev Classes:** The advertisement's claim, "Most trusted name for 18 years", was not substantiated with any market research data, any third party validation or verifiable year on year comparative data for the last 18 years to prove they are the most trusted compared to the rest, for coaching their students for IIT/NEET.
5. **Aristro CA Academy:** The advertisement's claim, "India's Best Faculties", was not substantiated with any market research data, independent third party validation or with verifiable comparative data, to prove that they have the best faculty compared to others.
6. **Arun Narke Foundation:** The advertisement's claim, "The only reliable institution having an experience of 25 long years for competitive exams", was not substantiated with verifiable comparative year on year data for 25 years, to prove that other institutes are not reliable as implied in the claim.
7. **City Montessori School:** The advertisement's claim, "World's Largest School" was not substantiated with a third party validation or any verifiable comparative data, to prove that they are larger than the rest. The claim, "A Guinness World Record Holder", was not substantiated with copy of the award certificate, details

of the criteria for granting the award, references of the awards received such as the year, source and category, and is misleading by omission of disclaimer to qualify this claim.

8. **Zee Interactive Learning System (Mount Litera Zee School):** The advertisement's claim, "India's largest chain of schools & preschools", was not substantiated with a third party validation or any verifiable comparative data to prove that they are larger than the other schools & preschools.
9. **Mother's Education Hub:** The advertisement's claim, "The only institute in Rajasthan that has given highest result" is not substantiated with verifiable comparative data and is misleading by exaggeration.
10. **Indian Institute of Hotel Management:** The advertisement's claims, "The most innovative management institute in India", "most promising institute in West Bengal", and "Best hospitality management institute in Eastern India by Chef Sanjeev Kapoor", were not substantiated with copy of the award certificates, details of the criteria for granting the awards, references of the awards received such as the year, source and category. The claims are misleading by omission of disclaimer.
11. **Gurukripa Defence Academy:** The advertisement's claim, "Air Force and Navy's Institute which has given the highest selection in Rajasthan", was not substantiated, and is misleading by exaggeration.
12. **IIMT Group of Colleges:** The advertisement's claim, "North India's largest educational group", was not substantiated with any third party validation or verifiable comparative data of the advertiser's institute and other similar institutes in North India to prove that their educational group is the largest.
13. **LNCT University:** The advertisement's claim, "Central India's Largest Professional and Technical Educational Group", was not substantiated with a third party validation or any verifiable comparative data to prove that their educational group is larger than the rest in Central India, in providing various professional courses. The source of the claim was not indicated in the advertisement.
14. **Kalpavruksha Tutorial:** The advertisement's claim, "Awarded as the best coaching institute of Chhattisgarh" was not substantiated with copy of the award certificate, details of the criteria for granting the award, references of the award received such as the year, source and category. The source for the claim was not indicated in the advertisement.
15. **Laxmi Devi Institute of Engineering and Technology:** The advertisement's claim, "Awarded No.1 College in Alwar", was inadequately substantiated. The advertiser had made assertions regarding their claims but did not submit any supporting evidence such as survey methodology, parameters considered, questionnaires used, names of other similar institutes that were part of the survey and outcome of the survey, to prove its leadership position (No.1) in Alwar. The source for the claim was not indicated in the advertisement.
16. **Giani Zail Singh Campus College of Engineering and Technology:** The advertisement's claim, "Globally top ranked university", was not substantiated with any market research survey for the ranking claimed,

and is misleading by exaggeration. The claim, “Best government technical institutions in Punjab”, was not substantiated with copy of the award certificates, details of the criteria for granting the award, references of the awards received such as the year, source and category. The claim is misleading by omission of disclaimer to qualify this claim. The claim, “Assured Placement”, was not substantiated with verifiable supporting data and is misleading by exaggeration.

17. **Mahatma Jyoti Rao Phoole University:** The advertisement’s claim, “Globally top ranked university”, was not substantiated with any market research survey for the ranking claimed, and is misleading by exaggeration. The claim, “Best government. technical institutions in Rajasthan”, was not substantiated with copy of the award certificates, details of the criteria for granting the award, references of the awards received such as the year, source and category. The claim is misleading by omission of disclaimer to qualify this claim. The claim, “Assured Placement”, was not substantiated with verifiable supporting data and is misleading by exaggeration.
18. **ITM University:** The advertisement’s claim, “Ranked 1st 3 years in a row in MP amongst all self-finance universities”, was not substantiated with any market research data or verifiable comparative data for the ranking claimed, and was not qualified to mention the source and date of research.
19. **Yashwantrao Chavan Maharashtra Open University:** The advertisement’s claim (in Marathi) as translated in English, “The only University to give education while staying at home”, was not substantiated with verifiable comparative data.

Complaints against advertisements of 70 educational institutes listed below are UPHOLD mainly because of unsubstantiated claims AND/OR misleading claims that they provide 100% placement/100% placement assistance AND/OR they claim to be the No.1 in their respective fields.

Brainy IAS , Grade U Up, FIITJEE Ltd, Ujval Defence Academy, Ganapathy Engineering College, AKS University, American Kidz International Montessori Play School, Civil India Services, College of Engineering & Technology, Creative Hair and Beauty Academy, Darji Foundation, Eros Institute of Management & Technologies, Florence College Of Nursing, Rasoni Group-G.H. Rasoni College of Engineering, Gandhi Institute of Management Technology, Madho Mohan ITI, Baba Ramnath Utkarsh Mahavidyalaya, MAA Buddha National Institute of Engineering & Technology, Maa Rankini Private Industrial Training Institute, MAA Samlai Institute of DMLT Training, MAA Tutorial, Indian Institute of Technical Courses, Motion Institute of Management Studies, Medanta The Pre Medical Coaching Institute, International Institute of Fashion Technology (IIFT), Global Institute of Digital And Arts, Godavari Institute of Hotel Management, Greater Noida Institute of Technology, Groomwell Pre School, Gurukul Activity Centre Pvt Ltd., ICA Edu Skills Pvt. Ltd., Institute of Information Management & Technology, Indian School Banking, Institute of Technology & Management, INPS Classes, Indus Institute of Technology & Management, Lakshya Group of Colleges, Kala Mahavidhyalay, KC Academy, Laxmi Devi Institute of Engineering and Technology, LNCT University, Mahendra Gayatri School of Nursing and Paramedical, Manav Kalyan Charitable Trust Manav Knowledge City, Maharashtra Institute of Higher Education, Jagran Education Foundation JIMMC College of Journalism, A.S Institute, Aandhavar School of Nursing, Ahaila School of Pharmacy, Aksa International Air Hostess Training Institute, Allahabad College of Engineering & Management, Kaplon Education

Press Release

Pvt Ltd- American Academy of Aviation & Hotel Management, Ambition Institute of Technology, American Institute of English Language Pvt Ltd, Aviation Institute of Advanced Technology, Gate Mentor Education Services Pvt Ltd- Gate Mentor Education Services (AIAT), Asian Institute of Veterinary & Agricultural Sciences, British Communication, Camellia Kids College, Career Point Ltd.- Career Point University, Christ Academy, Devprayagam IAS Academy, DICS Computer Education, Disha Computer Institute, Divya Gurukulam, Dumka Engineering College, Empire College of Science, IMS-Design & Innovation Academy, Bharathi Hotel Management & Paramedical Institute, Jain Coaching Classes and Jhunjhunu Defence Academy.

Healthcare

1. **Dabur India Limited (Dabur Honitus Syrups):** The advertisement's claims, "Chemical Free" and "Sahi hai, kyunki chemicals nahi hai" are misleading by omission that they are in reference to only allopathic actives. The claim "Sahi hai, kyunki chemicals nahi hai" unfairly denigrated other cough syrup brands containing allopathic ingredients which are legally permitted to be marketed in India.
2. **Dr. Batras Positive Health Clinic (Geno Homeopathy):** The advertisement's claims, "Treatment for today + Prevention for tomorrow" and "Prevents the risk of any hereditary illness through timely treatment", were not substantiated and are misleading by exaggeration. The Gene based treatment cannot be termed as pure Homoeopathy as diagnosis and treatment in homoeopathy is based on history of the patient and signs and symptoms. For Homeopathy, history forms a very important tool for prescription of medicine, not genetic analysis. It is not possible to give homoeopathic treatment unless and until the symptoms appear. Also, Geno Homoeopathy is not recognized branch in India.
3. **Dr. Batra's Positive Health Clinic:** The advertisement's claims (in Hindi) as translated in English, "Complete solution to hair" and "Complete solution to skin", were not substantiated with supporting clinical evidence or treatment efficacy data. Efficacies being depicted via images of before and after the treatment are misleading and imply cure from baldness and white spots (vitiligo).
4. **Inventz Lifesciences Pvt Ltd (Nico Meltz Strips):** The advertisement's claim, "It gives the satisfaction of smoking without its side-effects", is misleading by implication and likely to encourage unsafe practices.
5. **Chandra Brothers Medi-Med Pvt Ltd (Chandras Chandraboti Hair Root):** The advertisement's claim, "India's most effective hair medicine", was not substantiated and is misleading by exaggeration and likely to lead to grave or widespread disappointment in the minds of consumers.
6. **Atulya Medilink - Atulya Ayurveda:** The advertisement's claim, "Removes wrinkles", was not substantiated with product efficacy data, and is misleading. The products are meant to act only as cleansers and unlikely to have anti-wrinkle benefit.
7. **Wellness Care Food:** The advertisement's claim, "Wellness Care has prepared such food supplement which removes masculine weakness and every disease from the roots", was not substantiated.

Press Release

8. **Aakre Acupuncture Upchar Kendra:** The advertisement's claim, "WHO recognized treatment", was not substantiated with supporting proof of the treatment being recognized by World Health Organization (WHO), and is misleading by exaggeration. The claims, "Cure four to six months old ailment in one day, provides relief in single day for Insomnia. Implies cure of paralysis, Migraine, Hyper Acidity, Asthma, Depression, Deafness, Diabetes, Infertility and P.C.O.D", were not substantiated with supporting clinical evidence, or with treatment efficacy data, are misleading by exaggeration and exploit the consumers' lack of knowledge.
9. **Aayush NRI LEPL Healthcare Pvt. Ltd.-Aayush Hospital:** The advertisement's claim, "Permanent relief from pain", was not substantiated and was misleading by exaggeration.
10. **Rathira Ayurveda Private Limited (10 DAYS' HAIR OIL – Powerful Plus):** The advertisement's claims, "10 Days Hair Oil", "Do this 10 Days Hair Oil before bed to regrow your hair" were not substantiated with product efficacy data. The efficacy being depicted via image of before and after the use of the product is misleading by exaggeration. The claim, "The powerful blend of 76 rare herbs....." was not substantiated with evidence of the ingredients present in the product, and is misleading by exaggeration; the claim, "Fresh herbs are curated from the dense forests of the Western Ghats", was not substantiated with supporting data, and is misleading by exaggeration.
11. **Biteful Healthcare (Biteful Healthcare range of Products):** The advertisement's claim, "Dr Jagdeep and biteful healthcare have prepared such food supplement which removes masculine weakness and all diseases from the roots" was not substantiated with evidence of product efficacy, and is misleading by exaggeration.
12. **Aastha Old Age Hospital:** For the advertisement's claim, "Awarded as the best institution in India for providing services to the senior citizens" the award certificate was unsigned and undated. The certificate was awarded by the Ministry of Social Justice and Empowerment, Government of India, to the advertiser for "recognition of their outstanding services to the elderly citizens for the year 2016". However, the advertisement stated that the award was given in 2017 by the President of India; hence this claim is misleading.
13. **Shree Maruti Herbal (Stay-On Capsules):** The advertisement's claim (in Marathi) "*Yath aahet itar capsules chya tulanet 25% jhaasth*" ("25% more elements that other capsules") was not substantiated with any verifiable comparative data of the advertiser's product and other similar energy power products.
14. **Ayush Gram Trusts:** The advertisement's claim, "Successful treatment for incurable diseases", was not substantiated with supporting clinical evidence. The claim is misleading by exaggeration.
15. **Arth Diagnostics:** The advertisement's claims, "No.1" and "Arth diagnostic have molecular and nano technology for right diagnosis which gives most reliable test report", were not substantiated and are misleading by exaggeration and likely to lead to grave or widespread disappointment in the minds of consumers.
16. **Dietitian Shreya-A Family Diet Clinic:** The advertisement's claim, "More than 100,000+ successful transformations till now", was not substantiated with a third party validation or supporting evidence of the

Press Release

patients who were successfully treated by the advertiser’s clinic for weight reduction. The claim, “North India’s No.1 Dietician team”, was not substantiated with a third party validation or any verifiable comparative data to prove that it is in leadership position (No.1). The source for the claim was not indicated in the advertisement.

17. **KSC Health and Beauty Care:** The advertisement’s claims, “Reduce weight up to two to five kilograms in 15 days without surgery and exercise” and “Increase height up to seven centimetres in few months”, were not substantiated with supporting clinical evidence or with treatment efficacy data, and are misleading by exaggeration. Also, product efficacy being depicted via images of before and after the treatment is misleading.
18. **Kaayapalat:** The advertisement’s claim, “Reduce 8-30 kilograms weight in just three months”, was not substantiated with supporting clinical evidence or with treatment efficacy data, and is misleading by exaggeration.
19. **Arshi Skin and Hair Clinic:** The advertisement’s claim, “No 1 Skin and Hair Clinic in Hyderabad”, was not substantiated with a third party validation or any verifiable comparative data of the advertiser’s clinic and other similar skin and hair clinics in Hyderabad, to prove its leadership position (No.1). The source for the claim was not indicated in the TVC and is misleading by exaggeration and implication.
20. **Deeksha Tricho Hair & Skin Clinic:** The advertisement’s claim, “The one and only solution for all hair problems”, was not substantiated, and is misleading by exaggeration.
21. **Grover Hospital:** The advertisement’s claims (in Hindi) as translated in English, “Quit Intoxication” and “Quit alcohol without telling” were not substantiated with supporting clinical evidence.
22. **Pravek Kalp Pvt Ltd (Pravek Tea):** The advertisement’s claim, “Best Company of the year – 2017”, was inadequately substantiated and is misleading by ambiguity.
23. **Hodaf (He Male Enhancement Patch):** The advertisement’s claims when seen in conjunction with the visuals, implying “Improvement in size and shape of the sexual organ and in duration of sexual performance” were considered to be, prima facie, in violation of The Drugs & Cosmetics Act.

The following advertisements were considered to be, prima facie, in violation of The Drugs & Magic Remedies (DMR) Act when the advertisement was viewed in totality with the texts and visuals :

Sr No	Brand/Product	Claim/s
1	Lasscosmetics.com (Bosom blossom)	<ul style="list-style-type: none"> • The natural formula contains herbs that rejuvenate the skin’s support structure to increase the firmness of the bust and eliminate sagging.

		<ul style="list-style-type: none"> • This cream also has a rare Indian herb called Shatavari which is conceivably the best known breast rejuvenator and used for breast enhancement and firming by Indian Ayurvedacharyas since last 5000 years. • This is possible because one of the ingredients in the breast cream contains the natural phytoestrogens that regulates hormones that promote healthy tissue growth (liposomes), and also rehydrate tired and wrinkly breast skin.
2	Nurture Healthcare (Ayurex-S Capsule)	<ul style="list-style-type: none"> • Secret of married men's intimacy • Now make those moments unforgettable for more time • If you are agonised from emotions such as weakness, sexual discomfort, dysfunction, impaired weakness then with the help of Ayurex-S capsules you can increase capability and stamina for longer duration
3	D.S Research Centre	<ul style="list-style-type: none"> • There is no threat to life with Cancer
4	GEM Hospital and Research Centre	<ul style="list-style-type: none"> • Obesity and Diabetes can be cured completely
5	Goodlife Wellness Pvt Ltd/ Goodlife Wellness Products	<ul style="list-style-type: none"> • Get rid of sexual weakness (sithilta) and premature ejaculation • Safe and effective equipment for those men who are unable to satisfy their partners • Increase sex capacity with instant excitement
6	Hercules Healthcare/ Long Looks Height Gain Capsule	<ul style="list-style-type: none"> • From Short to Tall
7	Bilnath Healthcare / V-Col/V-Dot	<ul style="list-style-type: none"> • Help in removing Diabetes from its roots • Strengthens the heart muscle and regulates Heart Beats • Effective for Kidney Stone
8	New Life Herbals (Love 24 Capsules)	<ul style="list-style-type: none"> • Remove all kind of weakness such as masculine weakness due to lack of blood
9	Nav Umang / Nav Umang Range of Products	<ul style="list-style-type: none"> • Strengthen the muscles of organ • Increase organ length and thickness • Increase extra sex time
10	Vaidban Ayurved Bhawan / X Plus Gold Capsule	<ul style="list-style-type: none"> • An ultimate power surge medicine • These capsules have been produced for sex power, which is beneficial for men aged 22 to 82 years • Use of X+Gold Cream/Oil is to enhance men power

11	Eastern Herbal Co / Eastern Herbal Co Products	<ul style="list-style-type: none"> To be most effective medicine for masculine strength and interruption
12	Jiyo Ayurveda / Shwasthi	<ul style="list-style-type: none"> To be very effective in asthma Riddance from asthma by regular consumption of this as per the described method
13	Health Stimulant/Gin seng / Vigosil 5000 Gold Plus Range of Products	<ul style="list-style-type: none"> For utmost moments of pleasure It will never disappoint you To instantly increase vigour, energy and gives extra time For immediate effect take two capsules before one hr
14	Health Stimulant/Ginseng / 7 Ratan Capsules	<ul style="list-style-type: none"> For vigour and vitality, For Men only
15	Inlife Pharma Pvt. Ltd (Inlife Breast Enlargement Cream)	<ul style="list-style-type: none"> Enlargement cream is made from natural herbs, which gives complete care to your breast
16	Inlife Pharma Pvt. Ltd. (Inlife Sexual Health Range of Products)	<ul style="list-style-type: none"> Improved performance, libido and stamina for mind, body and even soul
17	ZEE Digital Convergence Limited	<ul style="list-style-type: none"> Increase sexual power with a capsule 100% ayurvedic capsule
18	Homeocare	<ul style="list-style-type: none"> Cure for disorders of the brain - ADHD, Autism, Dyslexia, Cerebral Palsy, Down syndrome, Learning Disabilities, Mental retardation, Global Developmental Delay.

Food and Beverage

- Rex (U&A) Remedies Pvt Ltd – Food product (Heartorex Syrup):** The advertisement's claim, "*Hum Heartorex pite hai, jo cholesterol ghata ta hai, blood ko patla karta hai, aur blockage bhi ghati hai.*", Voice over claim, "*Heart rate ko normalize karta hai aur high blood pressure ko kam karta hai*" implies that by consumption of the product there would be no chance of a heart attack and was not substantiated with supporting clinical evidence of product efficacy, and is misleading.
- Sri Anagha Refineries Private Limited (Sun Premium Refined Sunflower Oil):** The advertisement's claim, "Prestigious rising brand of India award for the best in quality and fastest rising brand", was not substantiated with copy of the award certificate, details of the criteria for granting the award, references of the award received such as the year, source and category.
- Shree Baidyanath Ayurved Bhawan Pvt. Ltd (Baidyanath Premium Cow Ghee):** The advertisement displays the FSSAI logo in a nonstandard format implying that it is an endorsement from FSSAI. Hence, the improper use of FSSAI logo was misleading by implication and was also in violation of the FSSAI advisory.

4. **Nanophyto Wellness Pvt Ltd (New Jumpstart Nutrition):** The advertisement's claim, "Low on Sugar", was not substantiated with supporting data for the product being low on sugar, and is misleading by exaggeration.
5. **Pankaj Industries (Gulab Groundnut oil):** The advertisement's claim, "Gujarat's most preferred cooking oil", was not substantiated with any market survey data, third party validation or any verifiable comparative data to prove that their brand was most preferred, . The claim, "Gulab Groundnut Oil has MUFA content of 54%, which is more than any other oils", was not substantiated with comparative technical test reports and as such the claim, "It is considered healthy owing to its high content of MUFA (mono unsaturated fatty acids) 56%", was not substantiated and was contradictory to the MUFA content stated earlier.
6. **Apurva Organics Ltd (Chamong Green Tea):** The advertisement's claim, "100% Organic Tea", was inadequately substantiated and is misleading by exaggeration.
7. **US Spice Industries (Sister Masala):** The advertisement shows the FSSAI logo in a non-standard format implying that it is an endorsement from FSSAI. The improper use of FSSAI logo was misleading by implication and was also in violation of the FSSAI advisory.
8. **SKM Egg Products Exports (Best Egg White Cubes) Ltd:** The advertisement's claim (in Tamil) as translated in English, "India's No.1 Egg Processor", was inadequately substantiated to prove that it is in leadership position (No.1) through a third party validation such as that from an Industry association. The claim is misleading by exaggeration.
9. **Cothas Coffee Company:** The advertisement's claims, "South India's Favourite Filter Coffee", and "No.1 choice of Karnataka", were not substantiated with a third party validation or verifiable comparative data or market survey data, of the advertiser's product and other coffee brands in South India and Karnataka. The claim, "Unbeatable taste since seven decades", was not substantiated with a third party validation or verifiable comparative data / consumer research data, on year on year basis over 70 years, to prove their product's taste is the best.
10. **Dama Maharaj Sweets (Dama's Range of Products):** The advertisement's claim, "No.1 in Odisha", was not substantiated with a third party validation or any verifiable comparative data of the advertiser's products and similar range of sweets products in Odisha, to prove that they are in leadership position (No.1) than the rest.
11. **Sanjeevani Dairy Farms LLP (Doodhvale.com):** The advertisement's claim, "Organically produced 100% pure cow milk", was not substantiated and is misleading by exaggeration.

Press Release

12. **Portim International (Gruner Green Coffee):** The advertisement's claims, "Weight loss without dieting", "Control Diabetes & Cholesterol", and "Healthy Blood Pressure level", were not substantiated with clinical evidence of product efficacy, and are misleading by exaggeration.
13. **Modern Food Enterprises Private Limited:** The advertisement's claim, "India's No.1 Trusted Bread Brand", was inadequately substantiated, and is misleading by ambiguity.
14. **Navjeevan Gramodyog Seva Sansthan (Navjeevan Herbal Eggs):** The advertisement's claim, "Herbal organic egg", was not substantiated and is misleading by exaggeration.
15. **Trevo India Private Limited (Trevo Wellness):** The advertisement's claims (in Hindi), "For any kind of disease the only solution." and "Made of micronization formula of 174 ingredients", were not substantiated with evidence of product composition details or product efficacy data and are misleading by exaggeration.
16. **Parag Milk Foods (Gowardhan Paneer):** The scenes in the advertisement showing "girl pushing a glass of milk", "boy throwing a glass of milk on a cactus plant", and "boy throwing a glass of milk in a kitchen sink", with a voice over saying "*cow's milk taakat ka poora poshan, par usko mila sirf rejection*", unfairly denigrated milk directly. It also shows milk being replaced by paneer with a voice over saying "*Ban gaya bachchon ka superstar*" and the children are shown eating paneer. Such depiction disparages good dietary practices and selection of options that accepted dietary opinion recommends should form part of the normal diet.

Personal Care

1. **Hindustan Unilever Ltd (Ponds Oil Control Face Wash):** The advertisement's claim, (in Kannada), "All day oil control" was inadequately substantiated and is misleading by implication. The claim "control" implies maintenance of sebum level at a particular fixed value whereas, the product is demonstrating "reduction" in sebum and not "control" over the 12 hour period. The claim is likely to lead to grave or widespread disappointment in the minds of consumers.
2. **Vcare Herbal Concepts (P) Limited (Vcare Shampoo Hair Colour):** The advertisement's claim, "Unlike others it does not have harmful substance like PPD that causes allergy, rashes, dermatitis and can also cause cancer", was not substantiated with any evidence of the ingredients present in the product and with specific benefits attributable to the ingredients responsible for the hair growth. The claim, "Hair growth factors that help to increase hair growth and colours hair in just five mins", was not substantiated with product efficacy data.
3. **Maa Herbals (Maa Herbal Hair Oil):** The advertisement's claims, "Rich Source of Vitamin E stimulates hair growth", "Cures Hair Loss", "Prevents migraine attacks", and "Helps in blood pressure control", were not substantiated with evidence of product efficacy.

Others

1. **Motilal Oswal Financial Services Ltd:** The advertisement's claim, "Rupees one crore invested in value strategy has grown to Rupees 25.09 Crore in just 15 years", was misleading by omission of appropriate disclaimers.
2. **Pitambari Klenz Nanowash:** The advertisement's claim, "24 hour protection from Bacteria", was inadequately substantiated, and is misleading by exaggeration.
3. **Phoenix Agencies (Aqua Phoenix Water Purifier):** The advertisement's claims, "No.1 RO Water Purification System", and "Most Reliable", were not substantiated with a third party validation or any verifiable comparative data to prove that it is in leadership position (No.1) and more reliable than the rest. The source for the claim of being "No.1" was not indicated in the advertisement.
4. **Birla Aircon Water Cooler:** The advertisement's claim, being "No.1" was not substantiated with a third party validation or any verifiable comparative data of the advertiser's product and other water cooler brands, to prove that it is in leadership position (No.1) as compared to the rest. The source for the claim was not indicated in the advertisement.
5. **H. K. Jewels (Kisna Diamond Jewellery):** The advertisement's claim, "Most Trusted Brand" is misleading by omission, and is likely to lead to grave or widespread disappointment in the minds of consumers.
6. **Speedways Group of Companies (Speedways Tyres):** The advertisement's claim, "The Strongest and the Best Tyres" was not substantiated with verifiable comparative data of the advertiser's product and other tyre brands.

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

Press Release



The Advertising Standards Council Of India

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:

The Advertising Standards Council of India

Shweta Purandare, Secretary General, ASCI

91 22 2495 5070 / 91 9821162785

shweta@ascionline.org | ascionline.org

Hilda Macwan

Sr. Manager - Marketing, PR and Social Media

9665050812

hilda@ascionline.org

Ketchum Sampark Public Relations Pvt Ltd

Kiwishka Prasad | 91 7506861969

kiwishka.prasad@ketchumsampark.com