



The Advertising Standards Council Of India

CCC Recommendations - January 2019

1811-C.2005

COMPANY: Mamaearth

Claim Objected to:

- 1) Mosquito products being harmful in the earlier part of the ad
- 2) 100% Natural protection & shows citronella oil only.

Complaint:

“We wish to draw your attention to one recent Television Advertisement mama earth (The Company) for promoting their product “Natural Mosquito Repellant” In the said advertisement, the celebrity Shilpa Shetty Kundra is endorsing the said product released in YouTube https://www.youtube.com/watch?v=VAyDuj_bKvw

The Advertisement claims “Jo mosquito repellent aapke baby ke liye istamal kar rahe hai, who machhar se jyada baby ke liye hanikarak hai, haan haan main jaanti hoon dengue, malaria, chkunguniya ka constant darr laga reheta hai. Toh Kya karein? Let’s fight this with Mamaearth’s Natural Mosquito Repellant, jo bane hai citronella jaise oil se, jo aapke baby ko de 100% Natural protection chahe who bahar ho ya ghar par. Safe ka thapa chaiye toh MamaEarth hi laiye. The advertisement ends with Khudarat se bhara, mummy ki tarah.

As you are kindly aware, we are the reputed and leading FMCG Company having its operations in India as well as in several foreign countries. We are manufacturers of quality products in the mosquito repellent category. Our company has Good Knight and Jet as our leading brands in the mosquito repellent category. You would also be aware that our Good Knight is the super-brand and has been the most trusted brand with the consumers. Each and every product of ours are tested and certified to be safe to use as mosquito repellent products by the various Government Authorities. Each of our laboratory & factory is independently certified. We spend millions of rupees each year for the product research and development and brand building to ensure that all are products are safe to be used by the consumers. We are also known for our compliance with the Code of Advertisements as well as the compliance with all other laws and regulations.

We wish to draw your attention to one recent Television Advertisement mamaearth (The Company) for promoting their product “Natural Mosquito Repellant” In the said advertisement, the celebrity Shilpa Shetty Kundra is endorsing the said product released in YouTube https://www.youtube.com/watch?v=VAyDuj_bKvw

The Advertisement claims Jo mosquito repellent aapke baby ke liye istamal kar rahe hai, who machhar se jyada baby ke liye hanikarak hai, haan haan main jaanti hoon dengue, malaria, chkunguniya ka constant darr laga reheta hai. Toh Kya karein? Let’s fight this with Mamaearth’s Natural Mosquito Repellant, jo bane hai citronella jaise oil se, jo aapke baby ko de 100% Natural protection chahe who bahar ho ya ghar par. Safe ka thapa chaiye toh MamaEarth hi laiye. The advertisement ends with Khudarat se bhara, mummy ki tarah.

In the advertisement, the celebrity is claiming that all mosquito repellent products are harmful to the babies and urging consumer to buy only products endorsed by her. In our view this advertisement is untrue, misleading, without any scientific basis and thus highly disparaging to our entire mosquito repellent category of the products. We at GCPL, deal with the home insect control products which are tested and declared safe to human (including infants, children and animals) by Central Insecticides Board as well as Food and Drug Authorities and we have certificate to manufacture and sell these mosquitos repellent product by the Government Authorities.





The Advertising Standards Council Of India

While the Company have every right to promote the products as safe for the babies but they cannot denigrate the entire mosquito repellent product category which are approved by the Government Authorities. The said advertisement is highly disparaging to our entire category of the mosquito repellent products as it claims that the entire mosquito repellent products are not safe and also claims that it's harmful to babies. Hence, we request you to ask the advertisers to prove with the scientific documentary evidence that all the mosquito repellent products are unsafe for the babies.

Also, the product claim is 100% natural protection. But again, in the advertisement only citronella oil is showed as an ingredient, we need to know whether all the ingredients forming part of the product are 100% Natural to substantiate their claim the said product can give 100% Natural protection.

Such tall claims are not only contravening the ASCI code of conduct, but also mislead the consumers by giving inaccurate & false information about the product category.

We fully respect the Company's rights to advertise and promote their products, but while doing that, they cannot make inaccurate and untrue statements which mislead the consumers. In view of the aforesaid, it can be concluded that the Company's Television Advertisement is misleading disparaging and deceptive.

This product is widely advertised by the Company by using the celebrity Shilpa Shetty Kundra which may lead to consumer believing that all mosquito repellents are harmful to babies. This will not only harm our reputation but also create confusion in the minds of the consumers that all mosquito repellent products are unsafe for the babies and only "mamaearth" product is safe for the babies."

CCC RECOMMENDATION: **UPHELD**

The ASCI had approached the advertiser for their response in addressing the grievances of the complainant and forwarded the details of the complaint, verbatim, to the advertiser with a request to respond to the same. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they availed via telecom, and subsequently requested for an extension of time to submit their response. The advertiser was granted an extension of five days to the standard lead time of seven days to submit their reply in response to their request for extension. Advertiser stated that the objective of the advertisement was to promote natural repellents safe for babies. Their product contains a combination of water and oil. The repellency is derived from essential oils like citronella, lemongrass and peppermint. The TVC refers to only one ingredient which is the largest component active in their product. Advertiser referred to a link <https://mamaearth.in/product/natural-insect-repellent/> for list of the product's ingredients. Advertiser also provided a link for the Complainant's Ad making a similar claim in their communication. As claim support data, the advertiser provided Article reference on 'The Health Effects of Pesticides Used for

Mosquito Control', Certificate of analysis for the product, Product BIS Testing report, Product Derma Tested Certificate, and Composition for the product

The claim support data was examined by the technical expert of ASCI. The CCC viewed the YouTube advertisement and considered the Advertiser's response as well as the opinion of Technical expert presented at the meeting.

Claim – "*Jo mosquito repellent aapke baby ke liye istamal kar rahe hai, who machhar se jyada baby ke liye hanikarak hai*", (Mosquito products being harmful) - The CCC observed that the advertiser did not provide data to establish that other mosquito repellents are harmful in general and specifically for kids, if used as per instructions. As per CCC, any excessive usage or overdose (even of the advertiser's product) could be harmful. The depiction of application of other products as shown in the advertisement was not considered to be a true representation of common household mosquito repellents. Based on this observation, the CCC concluded that the said claim was inadequately substantiated, and is misleading by implication, and unfairly denigrated category of mosquito repellent products.

Claim, "*Mamaearth's Natural Mosquito Repellent, jo bana hai citronella jaise oil se, jo aapke baby ko de 100% Natural protection.....*" ("100% protection" claim in the voice over) - The advertiser admits that the product contains Citronella Oil, Lemongrass Oil, and Peppermint Oil. While the key ingredient declaration on pack as seen in the website has reference to these ingredients, the claim of '100% natural' was not established as the other ingredients in the product apart from the key ingredients were not quantitatively mentioned. The CCC further observed that the voice over in the advertisement claims "100% protection indoor as well as outdoor" which was not substantiated with any product efficacy test data (either laboratory experiment or field trials). Based on the advertiser's response,





The Advertising Standards Council Of India

the CCC concluded that the claim, “Mamaearth’s Natural Mosquito Repellant, jo aapke baby ko de 100% Natural protection.....”, and “100% protection indoor as well as outdoor” were inadequately substantiated, and are misleading by ambiguity and implication. The claims are likely to lead to grave or widespread disappointment in the minds of consumers.

The YouTube advertisement (https://www.youtube.com/watch?v=VAyDuj_bKvw) contravened Chapters I.1, I.4, I.5 and IV.1 (e) of the ASCI Code. This complaint was **UPHELD**.

For the objection raised against the celebrity (Shilpa Shetty Kundra) endorsing the product, the CCC observed that the advertiser did not submit any evidence that the celebrity is in agreement with the claims being made in the advertisement in general. The visual of the celebrity when seen in conjunction with these claims are likely to mislead consumers regarding the product efficacy. This contravenes Clauses (c), (d) of the Guidelines for Celebrities in Advertising. This complaint was **UPHELD**.

1812-C.2057

COMPANY: ARG Outlier Media

PRODUCT: Republic TV

Claim Objected to:

“Desh Ka No1 Channel”

Complaint:

“Republic Bharat Teaser Ad saying Desh Ka No1 Channel

Without any source line channel is claiming Desh Ka No.1 channel which is factually wrong and misleading, they have violated BARC code of Conduct.”

CCC RECOMMENDATION: UPHELD

The ASCI had approached the advertiser for their response in addressing the grievances of the complainant and forwarded the details of the complaint, verbatim, to the advertiser with a request to respond to the same. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail, but submitted their written response. Advertiser stated that the advertisement was a teaser of upcoming Hindi News channel, “Republic Bharat”. The No.1 channel claimed is Republic TV (No. 1 English General News Channel), and not Republic Bharat. Advertiser in their response, provided a table showing the BARC data for WK. 29’18 to WK. 48’18. Data showed Avg Weekly GTVTs for Republic TV as 955 with market share as 25%, and that for India Today Television Avg Weekly GTVTs showed 289 with market share as 11%.

The claim support data was examined by the technical expert of ASCI. The CCC viewed the Facebook video and considered the Advertiser’s response as well as the opinion of Technical expert presented at the meeting. The CCC observed that the specified BARC source quoted in the advertiser’s response for claiming No.1 channel was BARC India [Target Group:- NCCS AB M 22+ | Time:- All Time | Day:- All Days | Market:- India | Period:- WK. 29’18 to WK. 48’18. However, there was no source footnote displayed in the video promo, while BARC Guidelines stipulate that a source footnote should be mandatory in all such advertising, which comprise of (a) BARC as source reference, (b) the target geography and (c) the target demographic definition including, as appropriate, age group, NCCS and gender. Furthermore, the CCC noted that Republic TV is not Desh Ka No.1 channel. It is the leader only within the narrow confines of the English news genre. The video promo was misleading by omission to mention that their channel is No.1 in English News genre. The Facebook video contravened BARC Guidelines of Fair & Permissible Usage, and Chapters I.2, I.3 and I.4 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2075

COMPANY: Ashoka News

Claims Objected to:

“India's Fastest News App.”

Complaint:

“There social media pages (FB, Twitter, YouTube) state they are India’s fastest news app. Without any relevant sources verifying that they are ranked India's fastest news app, how can they advertise in such way? It is misleading information without any proper source verifying the above statement.”

CCC RECOMMENDATION: UPHELD

The ASCI approached the advertiser for their response in addressing the grievances of the complainant and forwarded the details of the complaint, verbatim, to the advertiser with a request to respond to the same. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail, but submitted their written response. Advertiser stated that their tagline was displayed only on YouTube, Facebook and Twitter, and is based on the agreements they have with their news agency in running the Ashoka News Portal. They further stated that they are willing to remove the tagline subject to disclosure of the Complainant’s details. The CCC viewed the YouTube page, Facebook and Twitter advertisement and considered the advertiser’s reply. The CCC observed that as per complaints procedure, while the ASCI secretariat does not process anonymous complaints, the identity of individual consumer is required to be protected and hence cannot be disclosed the advertiser. The advertiser did not provide any support data or evidence of comparison with other News Apps to prove that their App is the fastest compared to others. In the absence of claim support data, the CCC concluded that the claim, Ashoka News is “India's Fastest News App”, was not substantiated with verifiable comparative data or any market survey data, or a third party validation. The claim is misleading by exaggeration and implication and is likely to lead to grave or widespread disappointment in the minds of consumers. The YouTube page, Facebook and Twitter advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2132

COMPANY: Live in Pride

PRODUCT: Live in Pride Underwear

Complaint 1:

“This ad shows a boy and a girl being intimate in bed. Girl's parent suddenly enters their house and the boy leaves behind his underwear. Girl's father uses his dog to sniff the underwear and private parts of three other boys.

This ad is totally inappropriate to watch with kids and should not be telecast.

<https://www.youtube.com/watch?v=B2nA-yQAFYQ>”

Complaint 2: “The ad starts with intro of a dog n then the owner hears a noise in a room n there his daughter was with a boy n the boy upon fleeing, forgets his underwear, so the man picks it n give dog to sniff and then three boys were in a room with legs spread and the dog goes n smells their crotch.

I feel ashamed when this ad comes and my family is sitting with me. I am a grown man but this kind of stuff is not for Indian community. Really disgusting ad. There are other underwear ads also but these people have gone to a new level”

Complaint 3: “The ad is so dirty and cannot be watched with the family. It involves a dog sniffing some men in underwear in a bad way. Kindly ban such sickening ads. Kindly ban such dirty ads. this live in pride is one of them. Shows a dog sniffing man in underwear”





The Advertising Standards Council Of India

Complaint 4: “The advertisement starts with a father and a young lady (assumedly the elder sister of another girl) seemingly away on a walk with their dog. The younger daughter was at that time taking advantage of situation of being alone at home and was shown in the advertisement as having a romantic date with a boy. Upon entering the house, the dog runs up to the door of the bedroom where the boy and girl are having sex or about to have sex. The father and his elder daughter quickly run upstairs and starts to bang on the door. Hearing the commotion, the girl gets alarmed and alerts her boyfriend. They both dress up quickly as the girl helps the boy with the garments. As the girl’s father and the other girl enter the room, the boy quickly scrambles his clothes and leaves by jumping out of the window. In the haste to avoid the girl’s father, he leaves behind his underwear. The girl’s father then undertakes an investigation and summons three boyfriends of the girl, makes the dog sniff the underwear left behind by the boy and asks the dog to find out who was with his daughter. The dog then is shown as sniffing at the scrotums of the three boys out of which one is seated in a chair; other standing and a third standing again with one leg tied up on a stool. The dog doesn’t seem to gather the smell as the boys have bought the company’s underwear. The advertisement also says that the colonel-father (supposedly strict) has been irked but the boys are smart in purchasing the company’s, lemon-fresh underwear and the advertisement ends saying that the garment is sweat proof, bacteria-proof among other things that it advertises. The two girls standing behind the father figure and the boy who eluded the father smile triumphantly. The theme of the advertisement is in a very bad taste and cannot be rationalized for the product it is advertising. The picturization of showing the scrotums and two young people dressing up seems to legitimize the fact that as long as you can avoid being caught, you can do anything. The advertisement challenges the principles of chastity of a girl and undermines the sanctity of the moral principles that have long guided the Indian populace. There is no reason why the advertisement has to picture the father figure as an army colonel subsequently rendered idiotic. It is hurtful to the sentiments of people like us who have strong faith in the age-old moral principles that vouch for chastity of a sexual relationship. Moreover, the advertisement is being aired in primetime during the evening and we are being overwhelmed with a lot of questions from our children. They keep asking us questions like what wrong the boy and girl have done? What if we do something that is went uncaught? It sends very wrong signals to the younger generation that pre-marital sex should be taken slightly and also any wrong-doing uncaught can be pardoned, which is not quite tasteful. The main objection is the product being advertised is underwear and has nothing to do with sex or anything shown in the advertisement and the storyline is completely unrelated. There could have been many other themes, the company might have used instead of showing this brazen, suggestive and luscious story. Hence, I request you’re kind-self to take action on the company (www.liveinpride.app) and ban any further broadcasts of this untasteful programmer.”

Complaint 5:

“In the advert, a young couple is shown to imply they having sex and they have to scramble when the girl’s parents arrive. The boy manages to run but leaving behind his underwear. The girl’s father deploys his Dog to sniff the left-over underwear and then sniff the under wear of some boys to identify. It is an obscene advert openly displayed at any time of the day especially when children are watching channels like history channel etc. It is a disgusting and tasteless piece of work.”

Complaint 6:

“An advertisement is being shown on the National Geographic Channel, which also has a bedroom scene and a dog starts smelling the underwear of a men who was laying with his daughter and fly away as her father arrived. Such ads are scattering our Indian culture, whether the greed of money has made you blind and deaf You are not able to see how much such ads will affect our culture. I’m very sorry to say that people are really los all the value of Indian Culture and your department is the torch bearer to them.”

Complaint 7:

“Underwear advertisement <https://youtu.be/spTwlTWn8Y8> here is the link to the Ad Dog sniffing private parts is vulgar”

Complaint 8:

“APPALLING AD!! LIVE IN PRIDE MEN'S UNDERWEAR AD!!! SHAME SHAME SHAME. I want to Express how appalled I am and my wider family at the new Live in Pride men’s underwear ad. Absolutely shocking to see a dog trying to sniff underwear clad men’s crotches whilst their hands and legs are bound to furniture in a compromising position. I demand an explanation on what possessed you’ll to pass such an ad to be broadcast???? Do you’ll have the heart to watch this ad in the presence of your children???? Please advise what will be done to take action against the ad??? I am extremely shocked and I do not believe we can let the brand get away with such a despicable ad!!! Please take cognizance of this complaint. Every time this ad





The Advertising Standards Council Of India

comes...I have to change the channel. As I have 10 year old children. And irrespective of the age. It is pure offensive.”

Complaint 9:

“The ad run by Live (in) Pride Underwear Company is too explicit. Just selling an underwear product cannot be an excuse to dispense with a bit of decency and decorum. Uncomfortable feeling whenever ad breaks happen in between serious programs watched by entire family. The dog is sniffing out the boys' private parts and previous visuals show an immoral (?) congress between the daughter of the house and some unknown boy/s. Both parties involved could be consenting no doubt, but that in no way can make it an appropriate ad to play all day. Please issue directions to not continue with the ad. The same message can be conveyed in a more artistic, non-vulgar manner. The bare minimum required from your side is to give it an adult's only rating or fit certificate only to air in night time only. Exposure of ad: National geographic, animal planet etc channels.”

Complaint 10:

“Wanted to complain about offensive advertisement on history 18 channel about men's underwear with scent aired multiple times today between 8-9 PM during the show OMG ye Hai India. It shows close up of private parts area I of menacing underwear being sniffed by dog apparently to check whose underwear it is. This advertisement cannot seen with minor children seeing prime time program. Should not be aired in prime hour. Live in pride is brand name. <https://www.youtube.com/channel/UCax9xILoZGKioKovJCOVtDw>”

CCC RECOMMENDATION: UPHELD

The ASCI approached the advertiser for their response in addressing the grievances of the complainants and forwarded the details of the complaints, verbatim, to the advertiser with a request to respond to the same. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail, but submitted their written response. Advertiser stated that the whole story shown in the TVC is a spoof, a humorous take on an imaginary situation. The TVC does not show disregard for women, on the contrary, the product features of being odor free and having anti-bacterial technology are highlighted by creating the humorous character of the sniffer dog, who fails to track the scent.

Advertiser provided a copy of the certificate of CBFC, viewer's comments of the commercial on social media, and YouTube links of other underwear commercials. The CCC viewed the TVC and considered the advertiser's response, and the objections raised by the complainants against the close shots of the crotch areas and dog sniffing the undergarments of the boys. The CCC concluded that the TVC was repulsive and vulgar, which in the light of generally prevailing standards of decency is likely to cause grave and widespread offence. The TVC contravened Chapter II of the ASCI Code. The complaint was **UPHELD**.

1812-C.1663

COMPANY: Desh Bhagat University

Claim Objected To:

“100% Job Placement Assistance.”

(100% numerical claim is misleading by implication)

CCC RECOMMENDATION: UPHELD

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that while the advertiser may be providing placement assistance to their students, the use of 100% numerical is not relevant for “Placement Assistance” claim. The use of “100%” as a descriptor in the claim is misleading by implication and is likely to lead to grave or widespread disappointment in the minds of consumers.





The Advertising Standards Council Of India

The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.1664

COMPANY: Desh Bhagat University

Claim Objected To:

“100% Placement Assurance.”

(100% numerical claim is misleading by implication)

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisements and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “100% Placement Assurance”, was not substantiated with verifiable supporting data, and is misleading by exaggeration, and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.1756

COMPANY: Grace College

Claim Objected To:

“100% Job Possibility”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the concerned Media (The Mathrubhumi Printing & Publishing Co. Ltd) for their assistance in providing the contact details of the advertiser, or to forward the complaint to the advertiser. The CCC noted that no response was received from the advertiser or from the concerned media prior to the due date for this complaint. The CCC viewed the print advertisement. In the absence of response from the concerned media and comments from the advertiser, the CCC concluded that the use of 100% numerical is not relevant for “Job Possibility” claim. The use of “100%” as a descriptor in the claim is misleading by implication and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1810-C.1794

COMPANY: Joy Paramedical Institute (Joy Vocational Junior College)

Claim Objected To:

“100% Job Opportunities”

(100% numerical claim is misleading by implication)

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that while the advertiser may be providing job opportunities to their students in Medical industry, the use of 100% numerical is not relevant for “Job opportunities” claim. The use of “100%” as a descriptor in the claim is misleading by implication and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.1816

COMPANY: Maharashtra Career Point

Claim Objected To:

“Assured Government Job.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the concerned Media (Lokmat Media Pvt Ltd) for their assistance in providing the contact details of the advertiser, or to forward the complaint to the advertiser. The CCC noted that no response was received from the advertiser or from the concerned media prior to the due date for this complaint. The CCC viewed the print advertisement. In the absence of response from the concerned media and comments from the advertiser, the CCC concluded that the claim, “Assured Government Job”, was not substantiated with verifiable supporting data, and is misleading by exaggeration, and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.1830

COMPANY: Mallia & Derma

Claims Objected To:

1. India's No.1 clinical brand.
2. Received title of "The best clinical testimonies" in hair and skin treatment.

Objection- The before/ after visuals & testimonials in the advertisement appears to be misleading.

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and observed that advertisement promoted a clinic specializing in hair and skin treatment. In the absence of any comments or response from the advertiser, the CCC concluded that the claim, "India's No.1 clinical brand.", was not substantiated with any verifiable comparative data of the advertiser's clinical brand and other similar brands in India, to prove that it is in leadership position (No.1) in providing treatment for hair and skin problems, or through a third-party validation. The source for the claim was not indicated in the advertisement.

Claim, "Received title of "The best clinical testimonies" in hair and skin treatment", was not substantiated with copy of the award certificates, details of the criteria for granting the award, references of the award received such as the year, source and category, and details about the awarding body. The claims are misleading by exaggeration and are likely to lead to grave or widespread disappointment in the minds of consumers. Efficacy being depicted via images of before and after the treatment, and the testimonials of the patients who were satisfied with the treatment as cited in the advertisement, were misleading, and are likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.1982

COMPANY: Mentors Eduserv

Claim Objected To:

"Most Trusted Brand in Eastern India for JEE (Main & Adv) /NEET /AIIMS /NTSE /KVPY /OLYMPIAD Preparation."

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, "Most Trusted Brand in Eastern India for JEE (Main & Adv) /NEET /AIIMS /NTSE /KVPY /OLYMPIAD Preparation.", was not substantiated with any market research data, or verifiable comparative data of the advertiser's institute and other similar institutes in Eastern India to prove they are the most trusted, for providing courses in JEE (Main & Adv) /NEET/AIIMS/NTSE/KVPY /OLYMPIAD, or through a third party validation. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened the Guidelines for





The Advertising Standards Council Of India

Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.1985

COMPANY: Omega Classes

Claim Objected To:

“An Institute to provide most and best results in Western UP and Uttarakhand.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement, and observed that the advertiser did not provide any support data or evidence of comparison with other similar institutes to prove that they have provided most and best results of students in the field of medical and engineering, than other institutes, in Western UP and Uttarakhand. In the absence of comments from the advertiser, the CCC concluded that the claim, “An Institute to provide most and best results in Western UP and Uttarakhand”, was not substantiated with verifiable comparative data, or through an independent third party validation. The claim is misleading by exaggeration and implication, and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.1986

COMPANY: P T Reddy IAS Study Circle

Claim Objected To:

“100% job guarantee coaching”

(100% numerical claim is misleading by implication)

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the concerned Media (Sakshi, Jagati Publications Ltd) for their assistance in providing the contact details of the advertiser, or to forward the complaint to the advertiser. The CCC noted that no response was received from the advertiser or from the concerned media prior to the due date for this complaint. The CCC viewed the print advertisement. In the absence of response from the concerned media and comments from the advertiser, the CCC concluded that the claim “100% job guarantee coaching” was not substantiated with verifiable supporting data to prove that every student undertaking coaching at the study circle has got a job. The claim providing job guarantee is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.1989

COMPANY: Nuyu Training Centre

Claim Objected To:

“100% Placement Assistance.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that while the advertiser may be providing placement assistance to their students for Beauty and Spa Therapists, the use of 100% numerical is not relevant for “Placement Assistance” claim. The use of “100%” as a descriptor in the claim is misleading by implication and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.1995

COMPANY: Sainik Defence Academy

Claim Objected To:

“Rajasthan's Best Residential Academy.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “Rajasthan's Best Residential Academy”, was not substantiated with market survey data, or with verifiable comparative data of the advertiser's academy and other residential defence academies, to prove that they are better than the rest in providing defence courses, or through an independent third party validation. This claim is misleading by exaggeration, and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.1998

COMPANY: Snowflakes Academy

Claim Objected To:

“100% Placement Offers”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “100% Placement Offers”, was not substantiated with verifiable supporting data to prove that every student of their academy received a placement offer. The claim providing 100% placement offer is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.1999

COMPANY: St Mother Teresa School of Nursing

Claim Objected To:

“The best institute of Uttar Pradesh.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement, and concluded that the claim, “The best institute of Uttar Pradesh”, was not substantiated with any market survey data, or with verifiable comparative data of the advertiser's institute and similar institutes in Uttar Pradesh, to prove that it is better than the others in providing nursing courses, or through an independent third party validation. The claim is misleading by exaggeration and implication, and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2045

COMPANY: Silo Sewing Machine

Claims Objected To:

“No.1”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and concluded that the claim, “No. 1” was not substantiated with verifiable comparative data of the advertiser's product and other manufacturers of sewing machines, to prove that it is in leadership position (No.1), or through an independent third party validation. The source for the claim was not mentioned in the advertisement. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2048

COMPANY: Vijayan's Yoga Meditation Centre

Claims Objected To:

“Lose weight 15-25 kg's in 3 months”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and observed that the advertisement promoted programme for weight loss. The advertiser did not provide details of their treatment procedure for weight reduction nor did they provide evidence of their customers who achieved the claimed results of over 15 kg's weight loss regardless of their physiological status. In the absence of claim support data, the CCC concluded that the claim, “Lose weight 15-25 kg's in 3 months”, was not substantiated and is misleading by exaggeration. The claim is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2049

COMPANY: The Citizen Urban Co-operative Bank Limited

Claim Objected To:

“No.1 Urban Co-op Bank of North Zone”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “No.1 Urban Co-op Bank of North Zone” was not substantiated with verifiable comparative data of the advertiser’s bank and other banks in North Zone, to prove that it is in leadership position (No.1), or through a third-party validation. The source for the claim was not indicated in the advertisement. The claim is misleading by exaggeration. The advertisement contravened Chapters I.1, I.2 and I.4 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2051

COMPANY: SPD Fitness & Healthcare

Claims Objected To:

1. Reduce excess fat easily without any medicine/ diet or operation
2. Permanent fat loss
3. Have successfully provided shapely body to thousands by technology

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the concerned Media (Lokmat Media P. Ltd) for their assistance in providing the contact details of the advertiser, or to forward the complaint to the advertiser. The CCC noted that no response was received from the advertiser or from the concerned media prior to the due date for this complaint. The CCC viewed the print advertisement, and observed that the advertiser did not details of the treatment procedure for fat reduction, nor any fat loss data based on rigorous trial on statistically significant number of patients. The CCC also observed that the claim of “permanent” fat loss was not feasible. In the absence of any comments or response from the advertiser, the CCC concluded that the claims, “Reduce excess fat easily without any medicine/ diet or operation”, “Permanent fat loss”, and “Have successfully provided shapely body to thousands by technology” were not substantiated with supporting clinical evidence, and with treatment efficacy data. The claims are misleading by exaggeration and are likely to lead to grave or widespread disappointment in the minds of consumers. The CCC also noted that the efficacy being depicted via images of before and after the treatment are misleading. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2054

COMPANY: NIMS Heart Foundation

Claim Objected To:

“The prime heart care center in South Kerala with the highest success rate”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and observed that the advertiser did not provide any support data or evidence of comparison with other heart care centers in South Kerala, to prove that they have achieved highest success rate in cardiac surgeries, nor a third party audited report as a supporting evidence of the patients who were successfully treated by the advertiser’s center for heart problems. In the absence of any comments or response from the advertiser, the CCC concluded that the claim, “The prime heart care center in South Kerala with the highest success rate”, was not substantiated with supporting data, or through any third-party validation. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2055

COMPANY: Navjeevan Speech and Hearing Clinic

Claim Objected To:

“Best Clinic in Amritsar”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “Best Clinic in Amritsar.”, was not substantiated with any market survey data or verifiable comparative data of the advertiser’s clinic and other similar clinics in Amritsar, to prove that they are better than the rest, or through an independent third party validation. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2063

COMPANY: Dr. Paul's Leukoderma Centre

Claim Objected To:

"The most effective way to treat white patches."

Objection- The before and after visuals in the advertisement appear to be misleading.

CCC RECOMMENDATION: **UPHELD**

The ASCI had approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail, but submitted their written response. The Advertiser stated that the patient images shown in the advertisement are actual patient photographs which have not been changed or morphed. The advertisement was issued to raise awareness amongst people that vitiligo is non-contagious and there are latest treatment options available for such diseases. The process (Melanocyte Cell Transplantation, Phototherapy etc.) cited in the advertisement are standard, scientific operating process followed by all leading Dermatologists and Institutions in India and abroad. As claim support data, the advertiser provided scientific article references published in National and International Journals on Melanocyte cell transplantation process for Vitiligo, and PPT showing patients treated by the same process. The claim support data was examined by the technical expert of ASCI. The CCC viewed the print advertisement and considered the Advertiser's response as well as the opinion of Technical expert presented at the meeting. The CCC observed that the photographs provided by the Advertiser were actual patient photographs. The advertiser has included all treatment modalities, along with special reference to Melanocyte Cell Transplant. While the treatment modalities mentioned in the advertisement are internationally accepted treatment processes, there is nothing suggestive that a particular treatment modality is more / most effective. Based on this observation, the CCC concluded that the word "most" in the claim, "The most effective way to treat white patches", was not adequately substantiated. The advertisement contravened Chapters I.1 and I.4 of the ASCI Code. The complaint was **UPHELD**.

The efficacy depicted via images of before and after the treatment, was not considered to be objectionable. This complaint was **NOT UPHELD**.

1812-C.2073

COMPANY: KC Academy

Claim Objected To:

"No.1 coaching institute of Hisar"

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, "No.1 coaching institute of Hisar", was not substantiated with any verifiable comparative data of the advertiser's institute and other similar institutes in Hisar, to prove that it is in leadership





The Advertising Standards Council Of India

position (No.1) than the rest in providing the courses claimed, or through an independent third party validation. The source for the claim was not indicated in the advertisement. This claim is misleading by exaggeration and implication, and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened the Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2077

COMPANY: St Wilfred Education Society

Claims Objected To:

1. Rajasthan's Best Educational Institute
2. 100% Placement
3. Rajasthan's No. 1 College

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claims, "Rajasthan's Best educational Institute", "Rajasthan's No.1 College", were not substantiated with market survey data, or verifiable comparative data of the advertiser's institute and similar institutes in Rajasthan, to prove that they are better than the rest, or that it is in leadership position (No.1) or through an independent third party validation. The source for the claim was not indicated in the advertisement. Claim, "100% Placement", was not substantiated with authentic supporting data such as detailed list of students who have been placed through their Institute, contact details of students for verification, enrolment forms and appointment letters received by the students, nor any independent audit or verification certificate. The claims are misleading by exaggeration, and are likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2083

COMPANY: Highflyer Coaching Centre

Claims Objected To:

"Guaranteed government job."

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, "Guaranteed government job", was not substantiated with verifiable supporting data of the students who were provided with government jobs after the completion of their training programs. The





The Advertising Standards Council Of India

claim providing a “guarantee” is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2086

COMPANY: Information Technology Promotion Centre (ITPC)

Claims Objected To:

“100% Job Assurance”

CCC RECOMMENDATION: UPHELD

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “100% Job Assurance”, was not substantiated with verifiable supporting data, and is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2087

COMPANY: Birsa Institute of Technology (Trust) (BITT VR World School)

Claim Objected To:

“Awarded as the best startup school”

CCC RECOMMENDATION: UPHELD

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “Awarded as the best startup school”, 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, and is misleading by omission of disclaimer to qualify the same. The claim is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened the Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2090

COMPANY: B.P.Marine Academy

Claim Objected To:

“Awarded twice for Asia's Best Marine Institute & Limca book of Records”

CCC RECOMMENDATION: UPHELD

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim “Awarded twice for Asia's Best Marine Institute & Limca book of Records.”, 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, and is misleading by omission of disclaimer to qualify the same. The claim is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened the Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2091

COMPANY: Clat Path

Claim Objected To:

“Eastern India's Favourite CLAT Prep Platform”

CCC RECOMMENDATION: UPHELD

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “Eastern India's Favourite CLAT Prep Platform”, was not substantiated with any market research data, or verifiable comparative data of the advertiser's institute and other similar institutes in Eastern India, to prove that they are preferred or favourite as compared to others, in providing coaching to their students for CLAT, or through a third party validation. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened the Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2093

COMPANY: Dev Institute

Claim Objected To:

“No. 1 Distance Education Institute of Hisar.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “No. 1 Distance Education Institute of Hisar.”, was not substantiated with verifiable comparative data of the advertiser's institute and other similar institutes in Hisar, to prove that it is in leadership position (No.1) in providing distance education, or through an independent third party validation. The source for the claim was not indicated in the advertisement. The claim is misleading by exaggeration, and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened the Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2094

COMPANY: Dronacharya Civil Services Academy

Claim Objected To:

“Central India's most trusted academy.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “Central India's most trusted academy”, was not substantiated with any market research data, or verifiable comparative data of the advertiser's institute and other similar institutes in Central India, to prove they are the most trusted, in providing coaching to their students for Civil Services, or through a third party validation. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened the Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2097

COMPANY: Gyanasthali Vidyalaya Senior Secondary School

Claim Objected To:

“The Best School”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “The Best School”, was not substantiated with market survey data, or with verifiable comparative data of the advertiser's school and other similar schools, to prove that their school is better than the rest, or through an independent third party validation. The claim is misleading by exaggeration, and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened the Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2098

COMPANY: Harshith Institute

Claims Objected To:

1. Institute which got state 1st rank in 2017 constables/SI
2. The institute which made thousands as government officers

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “Institute which got state 1st rank in 2017 constables/SI”, was not substantiated with supporting data for the ranking claimed. Claim, “The institute which made thousands as government officers”, was not substantiated with supporting data of the students who were provided with government jobs and recruited as government officers after the completion of their training programs. The claims are misleading by exaggeration, and are likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened the Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2099

COMPANY: Skill Ventures Pvt Ltd- Inskills

Claim Objected To:

“100% job linked”

(Use of 100% numerical claim is misleading by implication)

CCC RECOMMENDATION: UPHELD

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that while the advertiser may be providing training which is job linked, the use of 100% numerical is not relevant for “job linked” claim. The use of “100%” as a descriptor in the claim is misleading by implication and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2100

COMPANY: Karlashukla Classes

Claim Objected To:

“Mumbai's No. 1 coaching institute for IIT-JEE & NEET entrance since 1993”

CCC RECOMMENDATION: UPHELD

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “Mumbai's No. 1 coaching institute for IIT-JEE & NEET entrance since 1993.”, was not substantiated with verifiable comparative data on year on year basis since 1993, of the advertiser's institute and other similar institutes in Mumbai, to prove that their institute is in leadership position (No.1) than the rest in providing coaching for the claimed courses, or through an independent third party validation. The source for the claim was not indicated in the advertisement. This claim is misleading by exaggeration and implication, and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened the Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2101

COMPANY: Kangaroo Kids Education Ltd

PRODUCT: Billabong High International School

Claims Objected To:

“Asia’s Most Trusted Brand”.

CCC RECOMMENDATION: **UPHELD**

The ASCI had approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail, but submitted their written response. The Advertiser stated that their claim is based on the validation done by IBC Info Media Pvt. Ltd. The evaluation process for the same was based on an Asia wide quantitative qualified consumer survey, expert analysis, and attributes based on qualitative brand research. Advertiser provided a copy of the award certificate. The CCC viewed the print advertisement and considered the Advertiser’s response. The CCC observed that the advertiser’s institute was awarded the certificate for being Asia’s most trusted Kids pre-schools and schools from Asia (Indian Region). However, the advertiser did not provide the details of the process as to how the selection was done i.e. survey methodology, details of survey data, criteria used for evaluation, questionnaires used, names of other similar institutes that were part of the survey and the outcome of the survey. Based on these observations, the CCC concluded that the claim, “Asia’s Most Trusted Brand” was inadequately substantiated. The claim was not qualified to mention the source and date of research. The claim is misleading by implication and omission, and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2103

COMPANY: Amigos Solutions

Claim Objected To:

“Provide assured placement after training”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “Provide assured placement after training”, was not substantiated with verifiable supporting data of the students who were provided with jobs after the completion of their training programs. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2104

COMPANY: Vivekananda Polytechnic College

Claims Objected To:

1. 100% Job Assurance.
2. 100% Placement.

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, "100% Placement" was not substantiated with authentic supporting data such as detailed list of students who have been placed through their Institute as Engineers in various firms, contact details of students for verification, enrolment forms and appointment letters received by the students, nor any independent audit or verification certificate. Claim, "100% Job Assurance", was not substantiated with verifiable supporting data. The claims are misleading by exaggeration and are likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2107

COMPANY: Nova Group of Institutions

Claim Objected To:

"100% Placement Assistance"

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that while the advertiser may be providing placement assistance to their students, the use of 100% numerical is not relevant for "Placement Assistance" claim. The use of "100%" as a descriptor in the claim is misleading by implication and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2109

COMPANY: Institute of Taxation & Accounting Professionals

Claim Objected To:

“Two times 100% placement”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “Two times 100% placement” was not substantiated with authentic supporting data such as detailed list of students who have been placed through their Institute as business accountants in the taxation and accounts sector, contact details of students for verification, enrolment forms and appointment letters received by the students, nor any independent audit or verification certificate. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2110

COMPANY: Shri Jagdishprasad Jhabarmal Tibrewala University

Claim Objected To:

“100% Placement Assistance”

CCC RECOMMENDATION: Exparte

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that while the advertiser may be providing placement assistance to their students, the use of 100% numerical is not relevant for “Placement Assistance” claim. The use of “100%” as a descriptor in the claim is misleading by implication and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2111

COMPANY: ICS Coaching Centre

Claim Objected To:

“Provide guaranteed government job”

CCC RECOMMENDATION: UPHELD

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “Provide guaranteed government job”, was not substantiated with verifiable supporting data of the students who were provided with government jobs after the completion of their training programs. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2113

COMPANY: Career Power

Claim Objected To:

“India's No.1 Academy”

CCC RECOMMENDATION: UPHELD

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat, which they did not avail, but submitted their written response. Advertiser argued that ASCI has no jurisdiction over their institute, and ASCI’s CCC decision are not binding on them, since they being non-members of ASCI. Advertiser further stated that the advertisement was published by their Franchisee. Their institute has the highest number of enrolment of students, more site visits (as determined by google analytics or similarweb.com), and the highest number of centers focusing on banking/ SSC coaching, in comparison to their competitors. Furthermore, the advertiser admitted that the coaching industry in general, and in the banking/ SSC space in particular, is highly unorganized and fragmented and no rankings are published by reputed agencies with respect to the same. Hence they regretted their inability to submit supporting data for their institute claiming to be No.1. Upon viewing the print advertisement, examining the complaint and the response given by the advertiser, the CCC observed that the advertiser’s response has only assertions about their claims. Regarding the advertiser’s comment on ASCI’s jurisdiction, the CCC referred to the judgement by the Hon’ble Supreme Court titled “Common Cause (A Registered Society) v Union of India and Ours”, which affirmed and recognized the self-regulatory mechanism put in place by self-regulatory bodies as an effective pre-emptive step to statutory provisions in the sphere of media regulation for TV and Radio programme in India. The grievance redressal platform provided by self-regulatory bodies, therefore, function as the first step for aggrieved consumers against content in the media which might not be in line with the existing laws. The CCC also advised that the advertiser should take cognizance of the MoU the Department of Consumer Affairs has entered into with ASCI to deal with misleading advertisements. In the absence of claim support data, the CCC concluded that the claim, “India’s No.1 Academy”, was not substantiated with any verifiable comparative data of the advertiser’s institute and other similar institutes in India, to prove that it is in leadership position (No.1), or through an independent third-party validation. The source for the claim was not indicated in the advertisement. The claim is





The Advertising Standards Council Of India

misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**. The CCC noted the advertiser's response that they have instructed their Franchisee to refrain from using the said claim in their future advertisements.

1812-C.2114

COMPANY: Andhra Defence Academy

Claim Objected To:

“100% job guarantee course”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the concerned Media (Eenadu Publications) for their assistance in providing the contact details of the advertiser, or to forward the complaint to the advertiser. The CCC noted that no response was received from the advertiser or from the concerned media prior to the due date for this complaint. The CCC viewed the print advertisement. And observed that the advertiser did not provide verifiable supporting data of the students who were provided with jobs in the defence sector, after the completion of their defence course training. In the absence of response from the concerned media and comments from the advertiser, the CCC concluded that the claim, “100% Job Guarantee course”, was not substantiated with authentic supporting data such as detailed list of students who have been placed through their Institute, contact details of students for verification, enrolment forms and appointment letters received by the students, nor any independent audit or verification certificate. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2115

COMPANY: Amrita Vishwa Vidyapeetham

Claim Objected To:

“India's best UPSC interview guidance program”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “India's best UPSC interview guidance program”, was not substantiated with any market survey data, or with verifiable comparative data of the advertiser's institute and similar institutes, to prove that it is better than the rest, in providing UPSC interview guidance program, or through an independent third party validation. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2117

COMPANY: Xiaomi Technology India Private Limited

PRODUCT: MI A2

Claim Objected To:

“Free unlimited photo storage”

Disclaimer in the ad does not comply with ASCI Guidelines for the hold duration

CCC RECOMMENDATION: **UPHELD**

The ASCI had approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat, which they did not avail, but submitted their written response through their Advocates.

The advocate on behalf of the advertiser argued that ASCI does not have any statutory powers that would render its decisions applicable on non-members. Since their Client not being a member of ASCI, is not bound to follow any rulings of ASCI. In response to the objection, the advocate stated that the hold duration for which the disclaimer is displayed, is exactly the same as the duration for which the claim itself is being exhibited.

The CCC viewed the TVC and considered the Advocate’s response. Regarding the Advocate’s comment on ASCI’s jurisdiction, the CCC referred to the judgement by the Hon’ble Supreme Court titled “Common Cause (A Registered Society) v Union of India and Ours”, which affirmed and recognized the self-regulatory mechanism put in place by self-regulatory bodies as an effective pre-emptive step to statutory provisions in the sphere of media regulation for TV and Radio programme / advertising content in India. The grievance redressal platform provided by self-regulatory bodies, therefore, function as the first step for aggrieved consumers against content in the media which might not be in line with the existing laws. The CCC also advised that the advertiser should take cognizance of the MoU the Department of Consumer Affairs has entered into with ASCI to deal with misleading advertisements. The CCC was of the view that purpose of a disclaimer is to help a consumer to understand the claim and if an important claim is qualified, adequate time needs to be provided for a consumer to read, decipher and correlate the disclaimer. In case the recommended hold duration cannot be adhered to, the advertiser can avoid the disclaimer all together and make the claim statement explicit to avoid any ambiguity. The CCC concluded that the hold duration of disclaimers in the TVC were not for 4 seconds or more on the screen, and contravened Clause 4 (X) of ASCI Guidelines for Disclaimers. The complaint was **UPHELD**. The CCC noted the Advocate’s response that the said TVC has been withdrawn.

1812-C.2121

COMPANY: Hair Science Dr. Anjali Shere

Claim Objected To:

“India’s No.1 Hair Restoration Experts”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the TVC and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “India’s No.1 Hair Restoration Experts” was not substantiated with any verifiable comparative data of the experts from advertiser’s clinic and those from other Hair treatment clinics in India, to prove that their hair experts are No.1 in treating hair problems, or through an independent third-party validation. The claim is





The Advertising Standards Council Of India

misleading by exaggeration, and is likely to lead to grave or widespread disappointment in the minds of consumers. The TVC advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2122

COMPANY: Chinmaya Vishwavidyapeeth

Claim Objected To:

Gives disproportionate importance to the word "University"

CCC RECOMMENDATION: **UPHELD**

The ASCI had approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat, which they did not avail, but submitted their written response. The Advertiser stated that their institute is a deemed University under Sec 3 of UGC Act. The TVC displays the words 'deemed to be university' in parenthesis as required, but are not required to be in same size as it would prohibit the design of an emblem to the choice of the institution. They further stated that they would embolden the phrase "deemed to be University" in future advertisements subject to the institution's right to have an emblem of its choice without violating the parent regulations applicable to it. The CCC viewed the TVC and considered the advertiser's response. The CCC did not agree with the advertiser's contention that the words 'deemed to be university' are not required to be in the same size since the very intent of the directions issued by the honorable Supreme Court prohibiting deemed to be universities Institutes from using "University" in their name is to avoid consumers getting mislead into believing that the institute has a status of a "University". By giving disproportionate weightage to the word "University", the advertiser is not adhering to the Supreme Court direction in spirit. The CCC concluded that the presentation of the claim, "Deemed to be University", in the TVC was misleading by ambiguity and implication, as more prominence was given to the word "University" and there appeared to be an attempt to downplay the words "Deemed to be" in terms of font size, color and weightage. In absence of equal emphasis on all the four words in the claim, the TVC contravened the Guidelines for Advertising of Educational Institutions and Programs as well as Chapter I.4 of the ASCI Code. The complaint was **UPHELD**. The CCC noted that the advertiser was willing to rectify the advertisement.

1812-C.1850

COMPANY: Herbal Healthcare

Claims Objected To:

1. Complete freedom from alcoholism.
2. Can forget alcoholism totally.

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the concerned Media (Dinakaran Daily) for their assistance in providing the contact details of the advertiser, or to forward the complaint to the advertiser. The CCC noted that no response was received from the advertiser or from the concerned media prior to the due date for this complaint. The CCC viewed the print advertisement, and observed that the advertiser is promoting a herbal medicine for quitting alcohol. However, the advertiser did not provide any details of the treatment procedure, nor any details regarding the medicines and their approval status by the regulatory authorities. In the absence of response from the concerned media and comments from the advertiser, the CCC concluded that the claims, "Complete freedom





The Advertising Standards Council Of India

from alcoholism." and "Can forget alcoholism totally." were not substantiated with evidence of product efficacy. The claims are misleading by gross exaggeration and exploits consumers' lack of knowledge, and are likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4, and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.1892

COMPANY: Dr. Edward Health Care Centre

Claims Objected To:

1. India's famous No.1 "Dr. Edward Health Care Centre".
2. Successful treatment of sex diseases.
3. Get back lost strength and youth. 4. For Masculine weakness, pre-mature ejaculation & all sexual problems.

Objections –

1. Claim No. 1 need to substantiate.
2. Claim No. 2, in the advertisement claim objected to, implies cure for sexual diseases.
3. Claim No. 3 & 4 in the advertisement, implies that the treatment is meant for the enhancement of sexual pleasure which is in contravention of the Drugs & Magic Remedies (objectionable advertisements) Act 1954. (The maintenance or improvement of the capacity of human beings for Sexual pleasure - Section 3(b)).

CCC RECOMMENDATION: UPHELD

The ASCI approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. However, the advertiser has not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and observed that the advertiser did not provide any details of the treatment procedure, nor any details regarding the medicines and their approval status by the regulatory authorities. In the absence of comments from the advertiser, the CCC concluded that the claims, "Successful treatment of sex diseases", "Get back lost strength and youth", and "For Masculine weakness, pre-mature ejaculation & all sexual problems", were not substantiated with supporting clinical evidence. Claim, "India's Famous No.1 "Dr. Edward Health Care Centre.", was not substantiated with any verifiable comparative data of the advertiser's center and other similar centers in India treating sexual problems, to prove that it is in leadership position (No.1), or through a third-party validation.

Claims are misleading by exaggeration, and exploits the consumers' lack of knowledge, and are likely to lead to grave or widespread disappointment in the minds of consumers. Specific to the claims related to successful treatment for sexual problems / sexual diseases as a result of the medicines being provided at the center, the advertisement is in Breach of the law as it violated The Drugs & Magic Remedies Act (Section 3(b)). The advertisement contravened Chapters I.1, I.4, I.5 and III.4 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2050

COMPANY: Arganshe Pvt Ltd

PRODUCT: Bioayurveda Range of Products

Claim Objected To:

“100% organic and botanical blends inspired by ayurveda.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and observed that the advertiser did not provide copy of Product approval license, product label, Product composition details, and any organic certification for their products listed in the advertisement. In the absence of any comments or response from the advertiser, the CCC concluded that the claim, “100% organic and botanical blends inspired by Ayurveda.” was not substantiated, and is misleading by exaggeration. The claim is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2053

COMPANY: Dr. Batra’s Positive Health Clinic

PRODUCT: Geno Homeopathy

Claim Objected To:

“New STM which is one inventive hair growth treatment from France.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. However, the advertiser has not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and observed that the advertiser did not provide any details of the STM Cell treatment procedure based on French technology. In the absence of comments from the advertiser, the CCC concluded that the claim, “New STM which is one inventive hair growth treatment from France”, was not substantiated, and is misleading by exaggeration. The claim is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2056

COMPANY: Vibgyor Clinic

Claims Objected To:

1. Get rid of alcohol without knowledge of person.
2. Get freedom from addictions like smake, tobacco, drugs, cigarette, tablets, capsules and gutkha.

CCC RECOMMENDATION: **UPHELD**

The ASCI had approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat, which they did not avail, but submitted their written response post the due date. Advertiser stated that their clinic is not engaged in the manufacture, sale and supply of any drug/medicine. The advertiser emphasized that they are a consultancy clinic being run as a registered medical practitioner, who helps patients to get rid of their addiction to alcohol, drugs, tobacco and cigarettes, by prescribing medicines manufactured by various companies based on the literature provided by them. Advertiser provided copy of the clinic registration, Company literature of the supplier of the medicine, and purchase invoice of medicine. The CCC viewed the print advertisement and considered the advertiser's response. The CCC observed that the advertiser did not provide any details of the treatment procedure, nor any details of the medicines, and their approval status by the regulatory authorities. In the absence of claim support data, the CCC concluded that the claims, "Get rid of alcohol without knowledge of person." and "Get freedom from addictions like smake, tobacco, drugs, cigarette, tablets, capsules and gutkha" were not substantiated with supporting clinical evidence, and are misleading by gross exaggeration. The claims exploit consumers' lack of knowledge and are likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2061

COMPANY: Unique Drugs Laboratories India

PRODUCT: FST 5 DS Syrup

Claims Objected To:

1. End from roots with the intake of 4 to 5 bottles.
2. Get rid of all problems of piles, and prevents from reoccurrence.

Disclaimer in the advertisement does not comply with the 'ASCI Guidelines for Disclaimer'.

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and observed that the advertiser did not provide Copy of Product approval license / product label, and Product composition details. In the absence of any comments or response from the advertiser, the CCC concluded that the claims, "End from roots with the intake of 4 to 5 bottles." and "Get rid of all problems of piles, and prevents from reoccurrence", were not substantiated with product efficacy data, and are misleading by gross exaggeration. The claims are likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4, and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2062

COMPANY: Unique Drugs Laboratories India

PRODUCT: FST 5 DS Syrup and Capsule

Claim Objected To:

“Trustworthy and reliable.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and observed that the advertiser did not provide copy of Product approval license / product label, and Product composition details. In the absence of any comments or response, the CCC concluded that the advertiser claiming their products to be “Trustworthy and reliable” when seen in conjunction with the headline indicating that Operation can be avoided for piles, was not substantiated with proof of product efficacy, and is misleading by exaggeration, and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4, and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2064

COMPANY: Prince Pharma

PRODUCT: 2Much Gold Capsules

Claim Objected To:

“Best formulated herbs which remove all types of weaknesses as mentioned in Ayurveda.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. However, the advertiser has not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and observed that the advertiser did not provide product specific details such as composition / license / pack artwork, nor any relevant extracts of ayurvedic references from Classical Books and any comparison to prove that their products are the best. In the absence of comments from the advertiser, the CCC concluded that the claim, “Best formulated herbs which remove all types of weaknesses as mentioned in Ayurveda”, was not substantiated, and is misleading by gross exaggeration. The claim exploits the consumers’ lack of knowledge and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4, and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2065

COMPANY: Yog Hari Clinic

Claim Objected To:

“Successful treatment of joints pain and paralysis.”

CCC RECOMMENDATION: UPHELD

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. However, the advertiser has not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and observed that the advertiser did not provide any details of the treatment procedure, nor any details regarding the medicines for claimed diseases, and their approval status by the regulatory authorities. Upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, concluded that the claim, “Successful treatment of joints pain and paralysis.” was not substantiated with supporting clinical evidence, and is misleading by exaggeration. The claim exploits the consumers’ lack of knowledge and is likely to lead to grave or widespread disappointment in the minds of consumers. Specific to the claim implying successful treatment for paralysis with the use of medicines provided by the clinic, the advertisement is in Breach of the law as it violates The Drugs & Magic Remedies Act (item 39 under DMR Schedule). The advertisement contravened Chapters I.1, I.4, I.5 and III.4 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2066

COMPANY: Naik Homoeopathy

Claim Objected To:

“One treatment for many diseases without surgery, without side effects.”

Objection:

Testimonial in the advertisement given by Mr. Mohan states, “My Kidney started functioning normally”, is false and misleading.

CCC RECOMMENDATION: UPHELD

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. However, the advertiser had not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and observed that the advertiser did not provide any details of the feetreatment procedure, nor any details regarding the medicines and their approval status by the regulatory authorities. In the absence of comments from the advertiser, the CCC concluded that the claim, “One treatment for many diseases without surgery, without side effects”, and the testimonial claim of the patient (Mohan) claiming cure for problems in Kidney “*Maajhi kidney bari jhali*” was not substantiated with supporting clinical evidence, and are misleading by gross exaggeration. The claims exploit consumers’ lack of knowledge and are likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4, and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2067

COMPANY: Naik Homoeopathy

Claim Objected To:

Objection –

Testimonial in the advertisement given by Dr. Narendra states, “My cirrhosis of liver cured.” is false and misleading.

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. However, the advertiser has not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the Ad – headline - testimonial claim (in Marathi) of the patient (Dr. Narendra), “*Maaajha Cirrhosis of liver bara jhala*” (“My cirrhosis of liver cured”), was not substantiated with supporting clinical evidence, and is misleading by gross exaggeration. The claim exploits consumers’ lack of knowledge and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4, and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2068

COMPANY: Naik Homoeopathy

Claim Objected To:

Objection –

Testimonial in the advertisement given by Miss Vidya states, “My thyroid, migraine got cured, & Obesity was cured”, is false and misleading.

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. However, the advertiser has not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, concluded that the Ad – headline testimonial claim (in Marathi) of the patient (Ms. Vidya), “*Mhaja Thyroid, Migraine, Obesity cha trass bara jhala*” (“My thyroid, migraine got cured, & Obesity was cured”), was not substantiated with supporting clinical evidence, and is misleading by gross exaggeration. The claim exploits consumers’ lack of knowledge and is likely to lead to grave or widespread disappointment in the minds of consumers. Specific to the claim implying cure for Obesity, the advertisement is in Breach of the law as it violates The Drugs & Magic Remedies Act (item 38 under DMR Schedule). The advertisement contravened Chapters I.1, I.4, I.5 and III.4 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2069

COMPANY: Dr. P. K. Jain Clinic

Claims Objected To:

1. Honored in London and America.
2. Honored by world-class scientific research for most successful treatment of masculine weakness, premature ejaculation, azoospermia, small and loose organ and other venereal diseases.
3. Achieve complete success.

Objection –

1. Claims No. 2 & 3 in the advertisement, implies cure for sexual weakness, premature ejaculation, azoospermia, small & loose organ which is in contravention of the Drugs & Magic Remedies (Objectionable advertisements) Act 1954. (The maintenance or improvement of the capacity of human beings for Sexual pleasure - Section 3(b))
2. Visual in the advertisement read in conjunction with the claims objected to imply that the treatment is meant for the enhancement of sexual pleasure.

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. However, the advertiser has not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and in the absence of claim support data, the CCC concluded that the claims, "Honored in London and America.", and "Honored by world class scientific research for most successful treatment of masculine weakness, premature ejaculation, azoospermia, small and loose organ and other venereal diseases", were not substantiated with copy of the award certificates, criteria for granting the award, references of the awards received such as the year, source, and name of the awarding body. The claim "Achieve Complete Success" was not substantiated with supporting data. The claims are misleading by exaggeration, and are likely to lead to grave or widespread disappointment in the minds of consumers. Specific to the claims related to successful treatment for venereal diseases by providing medicines, the advertisement is in Breach of the law as it violated The Drugs & Magic Remedies Act, items 45 and 54 under DMR Schedule). The advertisement contravened Chapters I.1, I.4, I.5 and III.4 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2070

COMPANY: Param Hospital

Claim Objected To:

"White Spots are instantly and completely erased."

Objection-

Claim in the advertisement, implies cure for white spots which is in contravention of the Drugs & Magic Remedies (objectionable advertisements) Act 1954. (Leukoderma Item No. 33 – DMR Schedule).

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. However, the advertiser has not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, concluded





The Advertising Standards Council Of India

that the claim, “White Spots are instantly and completely erased”, was not substantiated with supporting clinical evidence, and is misleading by gross exaggeration. The claim exploits consumers’ lack of knowledge, and is likely to lead to grave or widespread disappointment in the minds of consumers. Specific to the claims implying permanent cure for Leukoderma by providing medicines, the advertisement is in Breach of the law as it violates The Drugs & Magic Remedies Act, (item 33 Under DMR Schedule). The advertisement contravened Chapters I.1, I.4, I.5 and III.4 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2116

COMPANY: Dr. Edward Health Care Centre

Claims Objected To:

1. Childless couples need not be disappointed. With Ayurveda treatment you can now get children from your own semen sperm.
2. If want to seek successful treatment with Ayurveda GMP Certified medicines, then take the medicine from here.

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. However, the advertiser has not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and observed that the advertiser did not provide any details of the treatment procedure, nor any details regarding the medicines and their approval status by the regulatory authorities. In the absence of claim support data, the CCC concluded that the claims, “Childless couples need not be disappointed. With Ayurveda treatment you can now get children from your own semen sperm.” and “If want to seek successful treatment with Ayurveda GMP Certified medicines, then take the medicine from here.” were not substantiated with supporting clinical evidence, and are misleading by exaggeration. The claims exploit the consumers’ lack of knowledge, and are likely to lead to grave or widespread disappointment in the minds of consumers. Specific to the claims implying cure for Infertility by providing medicines, the advertisement is in Breach of the law as it violates The Drugs & Magic Remedies Act (item 48 under DMR Schedule). The advertisement contravened Chapters I.1, I.4, I.5 and III.4 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2120

COMPANY: Deemark Healthcare Pvt Ltd

PRODUCT: Deemark Ortho Balm

Complaint:

“Advertisement is in violation of AYUSH advisory against using references of any Government organization. Refers to CSIR”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the TVC and observed that it makes





The Advertising Standards Council Of India

reference to Council of Scientific and Industrial Research (CSIR), a Government Institution, by claiming “Bharat Sarkar ki Sanstha CSIR NEIST ke formulation se thayaar Deemark Ortho Balm.....” and “CSIR NEIST Bharat Sarkar ka vishwaas”. The CCC noted that the use of CSIR institution in the TVC poses a potential risk of encouraging consumers to believe that the advertised balm is approved by the Government. The TVC was also in violation of the AYUSH advisory which refrains advertisers / advertising agencies from using the name of Government department and institutions in the advertisements of Ayurveda, Siddha, Unani and Homeopathy Drugs. Based on this observation, the CCC concluded that the reference made to CSIR in the TVC was misleading by implication, exploits consumers’ lack of knowledge and is likely to lead to grave or widespread disappointment in the minds of consumers. The TVC contravened Chapters I.4, I.5 and III.4 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2123

COMPANY: Shree Baidyanath Ayurved

PRODUCT: Bhawan Baidyanath Chyavanprash

Claims Objected To:

1. Best, complete protection of body and mind/brain.
2. Best family medicine

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. However, the advertiser has not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the TVC and observed that the advertiser did not provide product specific details such as composition / license / pack artwork or samples, nor evidence of the ingredients present in the product. Advertiser also did not submit any references from classical ayurvedic literature to support the claims. In the absence of any comments or response from the advertiser, concluded that the claims, “*Sharir aur deemak ki sampoorna suraksha*” (“Best, complete protection of body and mind/brain”) and “*Sarvashresth parivarik aushadi*” (“Best family medicine”) were superlative and were not substantiated with product efficacy data and comparison with other similar products to prove its superiority, and are misleading by exaggeration. The claims are likely to lead to grave or widespread disappointment in the minds of consumers. The TVC contravened Chapters I.1, I.4, and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2124

COMPANY: Srujan Maternity and Nursing Home

Claim Objected To:

“Successful treatment for paralysis, fits.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. However, the advertiser has not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and observed that the





The Advertising Standards Council Of India

advertiser did not provide any details of the treatment procedure, nor any details regarding the medicines and their approval status by the regulatory authorities. In the absence of any comments or response from the advertiser, the CCC concluded that the claim, “Successful treatment for paralysis, fits”, was not substantiated with supporting clinical evidence, and is misleading by gross exaggeration. The claim exploits consumers’ lack of knowledge, and is likely to lead to grave or widespread disappointment in the minds of consumers.

Specific to the claim implying cure for paralysis and fits through the medicines provided, the advertisement is in Breach of the law as it violated The Drugs & Magic Remedies Act (items 39 and 20 under DMR Schedule). The advertisement contravened Chapters I.1, I.4, I.5 and III.4 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2126

COMPANY: Siddharth Computerised Homeopathic Clinic

Claim Objected To:

“Permanent treatment of sex related diseases.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. However, the advertiser has not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and observed that the advertiser did not provide any details of the treatment procedure, nor any details regarding the medicines and their approval status by the regulatory authorities. In the absence of claim support data, the CCC concluded that the claim, “Permanent treatment of sex related diseases”, was not substantiated with supporting clinical evidence. Specific to the claim implying permanent cure of sexual diseases by the medicines provided, the advertisement is in Breach of the law as it violated The Drugs & Magic Remedies Act (Section 3(b)). The claim exploits the consumers’ lack of knowledge, and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4, I.5 and III.4 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2127

COMPANY: Panchamritha Ayurvedic Hospital

Claims Objected To:

1. Best Ayurveda treatment for Knee joint pain and back pain without surgery.
2. The unending diseases like paralysis, rheumatoid arthritis, can be surprisingly cured through Ayurveda-Varma Chinese Treatment method.

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. However, the advertiser has not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and observed that the advertiser did not provide details of the ayurvedic treatment procedure through Ayurveda-Varma-Chinese treatment method, details regarding the medicines to be used or their approval status by the regulatory authorities, and relevant extracts of ayurvedic references from Classical Books, in support of the claims.





The Advertising Standards Council Of India

In the absence of claim support data, the CCC concluded that the claims (in Tamil) as translated in English, “Best Ayurveda treatment for Knee joint pain and back pain without surgery”, and “The unending diseases like paralysis, rheumatoid arthritis, can be surprisingly cured through Ayurveda-Varma-Chinese Treatment method”, were not substantiated with supporting credible scientific/clinical evidence, and are misleading by gross exaggeration. Specific to the claims related to cure for paralysis and rheumatoid arthritis by the medicines provided, the advertisement is in Breach of the law as it violates The Drugs & Magic Remedies Act (items 39 and 43 under DMR Schedule). The claims exploit consumers’ lack of knowledge, and are likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4, I.5 and III.4 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2014

COMPANY: Asia-Pacific Institute of Management

Claim Objected To:

“100% job placement assistance with leading National and International companies”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of comments from the advertiser, the CCC concluded that while the advertiser may be providing job placement assistance to their students in obtaining jobs in National and International companies, the use of 100% numerical is not relevant for “Job Placement Assistance” claim. The use of “100%” as a descriptor in the claim is misleading by implication and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2015

COMPANY: Jaipuria Institute of Management

Claim Objected To:

“Best Management College India for Placements 2017 by CEGR”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat, which they did not avail, but submitted their written response. Advertiser stated that the claim was based on an award received by their institute from Centre for Education Growth and Research (CEGR). Advertiser provided a copy of the award certificate. The CCC viewed the advertisement and considered the advertiser’s reply. As this response was inadequate, ASCI requested the advertiser to provide details of the survey methodology for the award received by them. In response to this query, the advertiser asserted that the criteria for award was fixed by CEGR, and provided an extract of selection criteria from the survey data. They further advised ASCI to refer directly to the award giving organization for further details on the survey.





The Advertising Standards Council Of India

Based on the advertiser's response, the CCC concluded that the claim, "Best Management College in India for Placement 2017 by CEGR", was not adequately substantiated with details of the process as to how the selection for the award was done, i.e. survey methodology, details of survey data, criteria used for evaluation, questionnaires used, names of other similar institutes that were part of the survey and the outcome of the survey. The claim is not qualified to mention the source and is misleading by omission. The claim is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2018

COMPANY: IILM Institute

Claim Objected To:

"100% Placement in 2016-18 batch"

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat, which they availed via telecom. Advertiser informed that they would opt for Informal Resolution (IR) of the complaint, and further requested for an extension of time to submit their response. The advertiser was granted an extension of five days to the standard lead time of seven days to submit their reply in response to their request for extension. However, as the advertiser did not provide the necessary undertaking within the extended timelines, the complaint was taken forward for CCC deliberations. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of specific comments from the advertiser, the CCC concluded that the claim, "100% Placement in 2016-18 batch", was not substantiated with authentic supporting data giving detailed list of students who have been placed through their Institute, batch size of the students per year, contact details of students for verification, enrolment forms and appointment letters received by the students, nor any independent audit or verification certificate. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**

1812-C.2025

COMPANY: United World School of Business

Claim Objected To:

"100 % Placement Assistance"

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that while the advertiser may be providing placement assistance to their students in obtaining jobs, the use of 100% numerical is not relevant for "Placement Assistance" claim. The use of "100%" as a descriptor in the claim is misleading by implication and is likely to lead to grave or widespread disappointment in the





The Advertising Standards Council Of India

minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2133

COMPANY: Emaar MGF Land Limited

PRODUCT: Mohali Hills Township

Complaint 1

“In times of India dated 23rd November 2018, there is a big advertisement by Emaar. It says that following township facilities are available in Mohali hills comprising of sectors 98, 99, 104, 105, 106, 108, 109. Community center, functional retail shops, swimming pool, jogging and cycling paths, children play zone, banquet and party hall, secured gated Community, steady electric supply, power backup, safe car park zone, the project was Launched in 2008. These facilities are not there in most of these sectors even after 10 years. Hence the advertisement is misleading.”

Complaint 2:

“The advertisement appeared in times of India Chandigarh edition. The project mentioned in advertisement was started ten years back. But till now Emaar has failed to provide the township facilities mentioned in the advertisement. Because of similar advertisements many purchasers have taken plots, houses and Flats. But instead of providing these facilities with good quality, Emaar is doing patchwork only. The advertisement is totally misleading.”

CCC RECOMMENDATION: **NOT UPHELD**

The ASCI had approached the advertiser for their response in addressing the grievances of the complainants and forwarded the details of the complaints, verbatim, to the advertiser with a request to respond to the same. The advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail, but submitted their written response. The advertiser stated that they were located in numerous locations in and around Mohali and were offering a diverse range of real estate products along with additional amenities to their customers. As for the project under reference (Mohali Hills Township), the customers have already taken possession of their units and have started residing. In support of their response, the advertiser provided photographs of the advertised amenities which is being made available to the residents of the township. The CCC viewed the advertisement and considered the advertiser’s response. The CCC observed that the Complainants did not provide evidence for their objection that the advertised facilities were not available even after 10 years of launch of their project. Based on the advertiser’s response with the supporting evidence provided in the form of photographs of the amenities provided (Badminton court, Gym, Kids Play area, Lawn tennis court, and Swimming pool with tennis court), the CCC concluded that the advertisement was not misleading. The complaint was **NOT UPHELD**.





The Advertising Standards Council Of India

1812-C.2139

COMPANY: Accurate Group of Institutions

PRODUCT: Accurate Institute of Management & Technology

Claim Objected To:

100 % Final Placements with multiple job offers

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, "100% Final Placement with multiple job offers", was not substantiated with authentic supporting data giving detailed list of students who have been placed through their Institute in the Business sector, contact details of students for verification, enrolment forms and appointment letters received by the students, nor any independent audit or verification certificate. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2148

COMPANY: K.R. Mangalam University

Claim Objected To:

100% Placement Assistance

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that while the advertiser may be providing placement assistance to their students in obtaining jobs, the use of 100% numerical is not relevant for "Placement Assistance" claim. The use of "100%" as a descriptor in the claim is misleading by implication and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.1977

COMPANY: United Oil Industries

PRODUCT: Swarnam Gingelly Oil

Complaint:

“It is about an elderly couple in the airport. The security guard checks the baggage and finds Swarnam Oil in it.

1. They are claiming it is Omega 3 rich oil, which is healthy for Skin and Blood pressure. But there is no proof or evidence given.
2. They are also claiming that they are the only brand which has passed the GLC test, which is also false.”

CCC RECOMMENDATION: **UPHELD**

The ASCI had approached the advertiser for their response in addressing the grievances of the complainant and forwarded the details of the complaint, verbatim, to the advertiser with a request to respond to the same. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail, but submitted their written response on receipt of ASCI reminder. The advertiser stated that they regularly conduct the Gas Liquid Chromatography (GLC) Test to prove that their oil has the least percentage of impurity. The claim of the product containing Omega 3 oil is based on the tests conducted for the product. The CCC viewed the YouTube advertisement and considered the advertiser’s response. The CCC observed that the Advertiser’s response has only assertions about the claims. Advertiser did not provide copy of the product packaging, sample of the product, FSSAI license, and published literature references to support the claimed benefit. In the absence of claim support data, the CCC concluded that the claim, “Only brand which has passed the GLC test”, was not substantiated with comparative technical data/test results for the advertiser’s product and other Sesame oil brands, to show that other oils do not pass the GLC test. Claim, “Omega 3 rich oil which is healthy for Skin and Blood pressure”, was not substantiated with scientific rationale, or clinical evidence for the advertised product. The claims are misleading by exaggeration and implication, and are likely to lead to grave or widespread disappointment in the minds of consumers. The YouTube advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2180

COMPANY: WeMakeScholars

Complaint:

“We would like to draw your attention towards an education loans marketplace - WeMakeScholars (<https://www.wemakescholars.com/>) who are falsely advertising and misleading students.

Here are the points on which WeMakeScholars have fabricated numerous claims (supporting evidence attached):

- 1) They claim to be "under" the Digital India Campaign, with an intent to portray a relationship with the central government.
- 2) They falsely claim to be "supported by" the IT Ministry, Government of India
- 3) WeMakeScholars is also the owner of the website <https://www.sbieducationloan.co.in/> which innocently seems like the official site for State Bank of India. Many students get fooled by the misleading domain and apply on <https://www.sbieducationloan.co.in/> for loans etc.

We urge you to have a look into this matter so that the unsuspecting students are not misled by WeMakeScholars any further.”





The Advertising Standards Council Of India

CCC RECOMMENDATION: **UPHELD**

The ASCI had approached the advertiser for their response in addressing the grievances of the complainant and forwarded the details of the complaint, verbatim, to the advertiser with a request to respond to the same. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail but submitted their written response. The Advertiser stated that they are an international scholarship platform that assist students globally to find scholarships matching their profile easily. The Advertiser asserted that they received seed funds from the Technology Incubation and Development of Entrepreneurs (TIDE) Scheme, Department of IT, Ministry of Communication and IT, Govt. of India under the Digital India initiative. Furthermore, they stated that they were running the <https://www.sbieducationloan.co.in/> portal with an understanding with the SBI authorities on the fulfilment of certain criteria.

As claim support data, the Advertiser submitted links of Customer reviews, photographs of award functions along with Press coverage on 'MOU signed between WeMakeScholars and AICTE', 'WeMakeScholars wins the Silicon Valley Challenge' The CCC viewed the website advertisement and considered the advertiser's response. The CCC observed that the advertiser's response has only assertions about their institute but the advertiser did not submit any credible and authentic supporting documents pertaining to their association with SBI or approvals from Govt of India. The CCC concluded that the claims, "WeMakeScholars in association with SBI", "WeMakeScholars supported by IT Ministry, Government of India", and "...under digital India campaign", were not substantiated with supporting evidence of their tie-ups with the Government. And are a case of misrepresentation. The claims are making unjustified use of name of Govt departments / Ministries / SBI and are misleading by exaggeration and are likely to lead to grave or widespread disappointment in the minds of students. The website advertisement contravened the Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.3, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2013

COMPANY: Hindustan Soft Education Ltd

PRODUCT: Oxford Software Institute

Claim Objected To:

"100% Job-Oriented courses"

(100% numerical claim is misleading by implication)

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that while the courses in E-Accounting, spoken English, multimedia animation, hardware & networking, being offered by the advertiser may be job oriented, the use of 100% numerical is not relevant for "job-oriented courses" claim. The use of "100%" as a descriptor in the claim is misleading by implication, and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2085

COMPANY: Institute of Health Management Research (IIHMR University)

Claims Objected To:

1. Awarded Best University for Promoting Research
2. Best University for Healthcare Management

CCC RECOMMENDATION: **UPHELD**

The ASCI had approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail but submitted their written response. The advertiser stated that the claims were made on the basis of the awards received by their institute by Corporate Council for Leadership and Awareness (CCLA) and Med achievers. As claim support data, the advertiser provided a copy of the awards certificate.

As this response was inadequate, ASCI requested the advertiser to submit details of the survey methodology for the awards claimed. In response to this query, the advertiser provided a copy of the communication of June 2018 from CCLA informing the advertiser that their institute was nominated for the award.

The CCC viewed the print advertisement and considered the Advertiser's response. The CCC observed that the advertiser did not provide the details of the process as to how the selection for the award was done i.e. survey methodology, details of survey data, criteria used for evaluation, questionnaires used, names of other similar institutes that were part of the survey and outcome of the survey. The credibility and authenticity of the certifying bodies was also not provided by the advertiser. Furthermore, the award certificate indicated that the award was "India's quality Education Award 2018" in the category "Top 10 ranking university in India and India's best university for promoting research" category which was considered to be a vague reference in absence of the details of the process of the award. The CCC noted this discrepancy and concluded that the claims, "Awarded Best University for Promoting Research" and "Best University for Healthcare Management", were not substantiated, and are misleading by ambiguity and implication. The claims are not qualified to mention the source and date of research and are misleading by omission. The advertisement contravened the Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2131

COMPANY: Institute of Health Management Research (IIHMR University)

Claim Objected To:

"India's Best University for Promoting Research"

CCC RECOMMENDATION: **UPHELD**

The ASCI had approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail but submitted their written response. The advertiser stated that the claim is made on the basis of the award received by the Corporate Council for Leadership and Awareness (CCLA). Advertiser provided a copy of the award certificate. As this response was inadequate, ASCI requested the advertiser to submit details of the survey methodology for the award claimed. The CCC noted that no response was received from the advertiser.

The CCC viewed the print advertisement and considered the Advertiser's reply. In the absence of claim support data, the CCC concluded that the claim, "India's Best University for Promoting Research", was not substantiated with details of survey methodology, details of survey data, criteria used for evaluation, questionnaires used, names of other similar institutes that were part of the survey and outcome of the survey. The credibility and authenticity of the certifying body was also not provided by the advertiser. Furthermore, the award certificate indicated that the award was "India's quality Education Award 2018" in the category "Top 10 ranking university in India and India's





The Advertising Standards Council Of India

best university for promoting research” category which was considered to be a vague reference in absence of the details of the process of the award. The CCC noted this discrepancy and concluded that the claim, “India’s Best University for Promoting Research” was not substantiated, and is misleading by ambiguity and implication. The claim was not qualified to mention the source and date of research and is misleading by omission. The claim is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened the Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2156

COMPANY: Calvin Home Appliances

Claim Objected To:

“India's No.1 Auto Clean & Maintenance Free Chimney”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “India’s No.1 Auto Clean & Maintenance Free Chimney”, was not substantiated with verifiable comparative data of the advertiser’s product and other kitchen chimneys in India, to prove that it is in leadership position (No.1), or through a third party validation. It was not clear how the Chimney was “maintenance free” and had “auto-clean” feature. The claim is misleading by exaggeration and implication. The source for the claim was not indicated in the advertisement. The advertisement contravened Chapters I.1, I.2, and I.4 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2158

COMPANY: Navdeep Atta Master

Claim Objected To:

“No.1”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and observed that the claim made by the advertiser is superlative in nature claiming leadership position (No.1). The CCC concluded that the advertiser claiming their Atta maker to be “No.1” was not substantiated with verifiable comparative data / market survey data, of the advertiser’s product and other Atta maker brands, or through a third-party validation. The claim is misleading by exaggeration and implication, and is likely to lead to grave or widespread disappointment in the minds of consumers. The source for the claim was not indicated in the advertisement. The advertisement contravened Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2160

COMPANY: Amara Raja Batteries Limited-Ret Amaron Range

Claim Objected To:

“U.P.'s most reliable and RTO approved retro fitment center.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement. In the absence of response from the advertiser, the CCC concluded that the claim, “U.P.'s most reliable and RTO approved retro fitment center”, was not substantiated with verifiable comparative data of the advertiser's center and other retro fitment centers in Uttar Pradesh, to prove that others are not as reliable as implied in the claim, and supporting evidence of approval by RTO, or through a third-party validation. The claim is misleading by exaggeration, and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2162

COMPANY: Supreme Solar Projects Private Limited

PRODUCT: Supreme Solar Water Heater

Claim Objected To:

“India's leading Solar Manufacturer”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and in the absence of comments from the advertiser, the CCC concluded that the claim, “India's Leading Solar Manufacturer”, was not substantiated with verifiable comparative data of the advertiser's solar heater capacity and capacity of other manufacturers of solar water heaters, or through a third-party validation. The claim is misleading by exaggeration, and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2163

COMPANY: Sai Pathology Clinic

Claim Objected To:

“The Best Pathology Clinic of Varanasi”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “The Best Pathology Clinic of Varanasi.”, was not substantiated with any verifiable comparative data of the advertiser’s pathology clinic and other pathology clinics in Varanasi, to prove that they are better than the rest, or through a third party validation. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2164

COMPANY: Tejas Cancer Clinic

Claims Objected To:

“Cancer can be cured”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. However, the advertiser has not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and observed that the advertiser did not provide any details of the treatment procedure for cancer, nor any details regarding the medicines and their approval status by the regulatory authorities. In the absence of claim support data, the CCC concluded that the claim (in Hindi), “*Cancer teek ho sakta hai*” (“Cancer can be cured”) was not substantiated with supporting clinical evidence, and is misleading by gross exaggeration. The claim implying cure for cancer, is in Breach of the law as it violated The Drugs & Magic Remedies Act (item 6 under DMR schedule). The claim exploits the consumers’ lack of knowledge and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4, I.5 and III.4 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2172

COMPANY: City Corporation Ltd / Amanora Gold Towers

Claims Objected To:

1. the most awarded township in the country.
2. 281 prestigious award.

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claims, "The most awarded township in the country" and "281 prestigious award", 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, and are misleading by omission of disclaimer to qualify these claims. Furthermore, the Advertiser did not provide verifiable comparative data to prove that the advertiser's township won more awards than any other township in India, or through a third-party validation. The claims are likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2174

COMPANY: Asian Speech & Hearing Clinic

Claim Objected To:

"World's best hearing aid machine"

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail but submitted their written response.

The advertiser stated that their clinic is a dealer and legacy partner of Starkey Hearing Technologies which deals with hearing aids, their parts and accessories, and audiological equipment's. Starkey introduced the first custom digital hearing aid in the hearing aid industry, and world's first hearing aid with integrated sensors and artificial intelligence. Advertiser mentioned the various product features, and technological advancements made by Starkey. The advertiser in their response referred to website links of their US website for details on various types of hearing aids, press coverage, and the awards received by their organization.

The CCC viewed the print advertisement and considered the Advertiser's response. The CCC observed that the advertiser's response has only assertions about their product but did not provide any basis for the claim made. As per information in the public domain, there were many other key players worldwide.

In the absence of claim support data, the CCC concluded that the claim, "World's best hearing aid machine", was not substantiated with any verifiable comparative data worldwide of the advertiser's product and other hearing aid brands, to prove that their product is better than the rest, or through a third-party validation. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2176

COMPANY: Iswarya Fertility Center

Claim Objected To:

“Asia's Best Fertility Centre Award 2017.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “Asia's Best Fertility Centre Award 2017”, 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 source and category, and is misleading by omission of a disclaimer to qualify this claim. The claim is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2181

COMPANY: Sri Sai Guru Raghavendra Banking Coaching Centre

Claims Objected To:

“The Leader in Banking Coaching”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “The Leader in Banking Coaching”, was not substantiated with any verifiable comparative data of the advertiser's coaching centre and other similar coaching institutes, to prove that it is in leader than the rest, in providing coaching in Bank courses, or through a third party validation. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened the Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2182

COMPANY: Speed Jet Aviation

Claim Objected To:

“100% placement record in middle-east”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser replied requesting for an extension of time for personal discussions with the ASCI Secretariat. The CCC noted that the advertiser did not avail the opportunity for personal hearing offered to them, neither did they submit their response prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “100% Placement record in middle-east”, was not substantiated with authentic supporting data such as detailed list of students who have been placed through their Institute in hotel industry in middle east, contact details of students for verification, enrolment forms and appointment letters received by the students, nor any independent audit or verification certificate. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**. Subsequently, post the CCC meeting, the advertiser informed that the said claim will not be repeated in their future advertisements.

1812-C.2183

COMPANY: Sri Maniya International Hotel Management

Claim Objected To:

“Job Assured for Eligible Students”

CCC RECOMMENDATION: **UPHELD**

The ASCI had approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail, but submitted their written response. Advertiser stated that it's being only a year that their institute has been providing courses in Hotel management, and ASCI should raise a complaint only if their institute is unable to offer jobs to their students. The CCC viewed the print advertisement and did not agree with the advertiser's arguments for this claim assuring jobs in future. The CCC concluded that the claim, “Job Assured for Eligible Students”, has no basis and the advertiser did not provide any convincing evidence or any contractual arrangement to prove that each of their student would be placed in their own 20 companies. The claim assuring guaranteed job is misleading, and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2071

COMPANY: Khodiyar Ayurvedic

Claims Objected To:

1. Get rid of tablets and insulin in diabetes for life time.
2. Assured result with just one use to patients who are tired of taking medicines.

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and observed that the advertiser did not provide any details of the treatment procedure, nor any details regarding the medicines for claimed diseases, and their approval status by the regulatory authorities. In the absence of response from the advertiser, the CCC concluded that the claims, "Get rid of tablets and insulin in diabetes for life time", and "Assured result with just one use to patients who are tired of taking medicines", were not substantiated with supporting clinical evidence, and are misleading by gross exaggeration. The claims exploit consumers' lack of knowledge and are likely to lead to grave or widespread disappointment in the minds of consumers. Specific to the claims implying cure for Diabetes, the advertisement is in Breach of the law as it violated The Drugs & Magic Remedies Act (Item 9 under the DMR schedule). The advertisement contravened Chapters I.1, I.4, I.5 and III.4 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2200

COMPANY: Caram Healthcare India Pvt Ltd

PRODUCT: Dia Medica

Claims Objected To:

1. Permission Obtained by the Dept. of Ayush.
2. The best and the safest remedy in diabetes.

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail, but submitted their written response post the due date. The CCC viewed the print advertisement and considered the advertiser's response. The CCC observed that the advertiser's response has only assertions about their claims and no supporting evidence for the claims made in their advertisement.

Claim - "Permission Obtained by the Dept. of Ayush" – Advertiser asserted that the product has been approved by the Department of AYUSH as an ayurvedic product. While the claim was not substantiated, the CCC also observed that such declaration is in contravention of the advisory issued by the Ministry of AYUSH. Furthermore, all AYUSH products are required to have approval from the State Licensing authorities, and calling it out separately as a claim is misleading by implication that Ministry of AYUSH has approved the product efficacy / claims made in the advertisement.

Claim – "The best and safest remedy in Diabetes" - Advertiser asserted that they are not claiming treatment or cure for diabetes. Their product composition is the best and single safest formula for the management of diabetes as it is evolved after a research for more than three years. The CCC observed that the advertiser did not provide product specific details such as composition / license / pack artwork or samples, nor any evidence of product





The Advertising Standards Council Of India

efficacy. In the absence of claim support data, the CCC concluded that the claim, “The best and the safest remedy in diabetes”, was not substantiated and is misleading by gross exaggeration. The claims are likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4, and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2202

COMPANY: Shubham Homeo Clinic

Claim Objected To:

“Fistula - Cure for this is possible through homeopathic treatment method.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and observed that the advertiser did not provide any details of the homeopathic treatment procedure, nor any details regarding the medicines for claimed diseases, and their approval status by the regulatory authorities. In the absence of any response from the advertiser, the CCC concluded that the claim, “Fistula - Cure for this is possible through homeopathic treatment method”, was not substantiated with supporting clinical evidence and is misleading by gross exaggeration. The claim exploits consumers’ lack of knowledge and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2140

COMPANY: Asia Pacific Institute of Management

Claim Objected To:

100% Job Placement Assistance with Leading National and International Companies

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that while the advertiser may be providing job placement assistance to their students in national and international companies, the use of 100% numerical is not relevant for “Job Placement Assistance with Leading National and International Companies” claim. The use of “100%” as a descriptor in the claim is misleading by implication and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2141

COMPANY: Bennett Coleman & Co Ltd- Bennett University

Claims Objected To:

1. “100 % placement for 2016-18 MBA class: 27 companies.”
2. “Average CTC Rs. 7.8 Lac p.a.”

CCC RECOMMENDATION: UPHELD

The ASCI had approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail, but submitted their written response. Advertiser in their response argued that ASCI has no power to censure print media, for which they referred to High Court of Bombay judgment in Century Ply boards Ltd. Vs. ASCI, 2000 (1) Bom CR 136. Advertiser also objected to the complaint, as according to them, it amounts to interference in their Right of Freedom of Speech and Expression under Article 19 (1) (a) of the Constitution of India, for which they made reference to Supreme Court judgment in the case of Tata Press Limited v MTNL & Ours, AIR 1995 SC 2438. Further, referring to the claims made, the advertiser asserted that the same are based on their internal data and past records of placement provided by their institute for the year (2016 to 2018).

As claim support data, the advertiser in their response provided a summary table quoting the figures of their achievements of the MBA 2016-18 class. The data showed that 29 students were placed in MBA batch 2016-18, 28 companies came for placements, Rs.9.5 lac was the maximum CTC offered, and minimum CTC was Rs.7.5 lac. The CCC viewed the print advertisement and considered the advertiser’s response. Regarding the advertiser’s comment on ASCI’s power to deal with advertisements, the CCC referred to the judgement by the Hon’ble Supreme Court titled “Common Cause (A Registered Society) v Union of India and Ours”, which affirmed and recognized the self-regulatory mechanism put in place by self-regulatory bodies as an effective pre-emptive step to statutory provisions in the sphere of media regulation for TV and Radio programme in India. The grievance redressal platform provided by self-regulatory bodies, therefore, function as the first step for aggrieved consumers against content in the media which might not be in line with the existing laws. The CCC also advised that the advertiser should take cognizance of the MoU the Department of Consumer Affairs has entered into with ASCI to deal with misleading advertisements. The CCC did not consider the data (tabular figures) given, as adequate and verifiable claim support data to show the placements achieved by their students. The CCC observed that the Advertiser’s response has only assertions about their claims, and they did not provide detailed list of students who have been placed through their Institute, contact details of students for verification with their enrolment forms and appointment letters / job offers letters of the students, nor any independent audit or verification certificate. The claim was also not qualified via disclaimer to state that “past record is no guarantee of future job prospects”.

Based on these observations, the CCC concluded that the claim, “100% placement for 2016-18 MBA class: 27 companies”, was not substantiated, and is misleading by omission. Claim, “Average CTC Rs. 7.8 Lac p.a.”, was not substantiated with supporting evidence to prove that students were offered the claimed salary packages, and the calculation taking into account the entire class strength and the CTCs per student to arrive at the average CTC figure. The claim is misleading by exaggeration and the claims are likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2144

COMPANY: Galgotias University

Claim Objected To:

“Best University Award for Academics & Placements consistently Year after year”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement, and observed that the claim, “Best University Award for Academics & Placements consistently Year after year” was not substantiated with copy of the award certificates on year on year basis, details of the criteria for granting the awards, references of the awards received such as the year, source and category, and details about the awarding body. The source for the claim was not indicated in the advertisement. The claim is misleading by gross exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2146

COMPANY: IMM-FOSTIIMA Business School

Claim Objected To:

“100% + Campus Job opportunities through PAN IIT/IIM Network”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that while the advertiser may be providing campus job opportunities to their students through PAN IIT/IIM Network, the use of 100% numerical is not relevant for “Campus Job opportunities through PAN IIT/IIM Network” claim. The use of “100%” as a descriptor in the claim is misleading by implication and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2147

COMPANY: IMS Business School

Claim Objected To:

“100% Lateral Placement with interview Guarantee”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “100% Lateral Placement with interview guarantee”, was not substantiated with authentic supporting data such as detailed list of students who have been placed through their Institute, contact details of students for verification, enrolment forms and appointment letters received by the students, nor any independent audit or verification certificate. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812 -C.2205

COMPANY: Add Pens Private Limited

PRODUCT: Add Achiever Gel Pen

Claims objected to:

1. The world’s finest gel pen.
2. Non dry now up to two years.
3. Unmatched quality since 25 years.

Complaint:

1. Please substantiate claims 1 to 3 with claim support data. The claim support data should not be internal or based on studies commissioned by Add Pens Pvt. Ltd.
2. Ref. to claim 1, we would like to quote ASCI’s decision regarding KAFF Appliances (India) Private Limited (KAFF Kitchen Appliances) in the month of May 2018. CCC concluded that the claim, “World’s best quality kitchen appliances” was not substantiated with comparative data of the advertiser’s products with other kitchen appliances of leading market players worldwide, for claiming their products to be of best quality, and is misleading by exaggeration. Similar claims found in this advt.
3. Ref. to claim 3, we would like to quote ASCI’s decision regarding Vidyamandir Classes in the month of June 2018. CCC concluded that the claim, “Delhi’s best for IIT JEE Preparation since 1986” was not substantiated with any market survey data or with verifiable comparative data of the advertiser’s institute and similar institutes in Delhi to prove that it is better than the rest, or through an independent third party validation. The claim is misleading by exaggeration and implication. According to us, the advertisement contravenes Chapter 1.1, 1.2 and 1.4 of ASCI code. Action to be taken: We propose that the advertisement should be immediately withdrawn.





The Advertising Standards Council Of India

CCC RECOMMENDATION: UPHELD

The ASCI approached the advertiser for their response in addressing the grievances of the complainant and forwarded the details of the complaint, verbatim, to the advertiser with a request to respond to the same. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, "The world's finest gel pen" was not substantiated with comparative data of the advertiser's product and other gel pens of leading market players worldwide, for their product to be the finest, and is misleading by exaggeration and implication. Claim, "Non-dry now up to two years", was not substantiated with supporting evidence that the ink of their gel pen advertised has nondrying properties up to two years, and is misleading by exaggeration.

The claims are likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

The CCC did not consider the Claim, "Unmatched quality since 25 years", to be objectionable. This complaint was **NOT UPHELD**.

1812-C.2187

COMPANY: Mallekan Dairy and Agro Pvt Ltd

PRODUCT: Dairylac-A2 Desi Cow Milk

Claims Objected To:

1. Switch to A2 milk today! , Protect your family from diseases.
2. Prevents Diseases - Diabetes Type-1 and Heart relates issues.

CCC RECOMMENDATION: UPHELD

The ASCI approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and observed that the advertiser did not provide copy of product label, copy of Product approval license, or FSSAI approval for the claims made. The CCC noted that no data has been provided of any scientific rationale or published literature references to support the claimed benefits. The CCC concluded that the claims, "Switch to A2 milk today!, Protect your family from diseases", and "Prevents Diseases - Diabetes Type-1 and Heart relates issues.", were not substantiated and are misleading by exaggeration. The CCC also expressed their concern for promotion of this food product with therapeutic claims, which exploits the consumers' lack of knowledge and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2193

COMPANY: 24 Carat Natural Oil

Claim Objected To:

“Protect from 80 types of diseases arising from air and heart attack, B.P., Diabetes, Cancer, wear & tear of joints”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and observed that the advertiser did not submit any product specific details such as composition/pack artwork or samples, evidence of the ingredients present in the product, and published literature references to support the claimed benefit. In the absence of any comments from the advertiser, the CCC concluded that the claim, “Protect from 80 types of diseases arising from air and heart attack, B.P., Diabetes, Cancer, wear & tear of joints”, was not substantiated with scientific rationale, or clinical evidence for the advertised product. The CCC also expressed their concern for promotion of this food product with therapeutic claims, which exploits the consumers’ lack of knowledge, and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2196

COMPANY: Lalchand Food Products Pvt Ltd

PRODUCT: Siyaram Food Product Range

Claim Objected To:

“Diabetic friendly Atta without wheat”

CCC RECOMMENDATION: **UPHELD**

The ASCI had approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they availed via telecom, and submitted their written response. Advertiser stated that their Diabetic friendly Atta is a genuine product which is approved by FSSAI. The claim is made on the basis that the advertised Atta is devoid of wheat. As this response being inadequate, ASCI requested the advertiser to submit exhaustive response with authentic supporting data for the claim made. In response to this query, the advertiser apprised that the 11 natural grains processed provides diabetic friendly Atta, which gives superior water absorption in the dough, preventing it from turning black and keep the chapattis soft for a longer period of time. Advertiser provided a copy of the FSSAI license, and a copy of the front panel of the product pack.

The CCC viewed the print advertisement and considered the advertiser’s response. The CCC observed that the advertiser did not submit test report that the product has low Glycemic Index, and neither did they provide a complete quantified list of all added ingredients. The CCC concluded that the claim, “Diabetic friendly Atta without wheat”, was not substantiated. The CCC also observed that glycemic load of any food also depends of the quantity in which it is consumed. Therefore, a generic “diabetic friendly” claim without any instructions regarding serving size is misleading. The claim is likely to lead to grave and widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2198

COMPANY: Ultraapower Greenfield Botanical

PRODUCT: Ultraapower GreenTea

Claims Objected To:

1. Drink ultrapower green tea for healthy living
2. Avoid diseases like cancer, diabetes, blood pressure, heart disease, obesity

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC observed that the advertiser did not provide copy of product label and Product composition details. The CCC noted that no data was provided of the product that demonstrated the claimed benefits. The CCC concluded that the claims, "Drink ultra-power green tea for healthy living" and "Avoid diseases like cancer, diabetes, blood pressure, heart disease, obesity", were not substantiated with scientific rationale and/or clinical evidence of product efficacy, and are misleading by gross exaggeration. The CCC also expressed their concern for promotion of this food product with therapeutic claims, which exploits the consumers' lack of knowledge. The claims are likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2209

COMPANY: United Spirits Ltd.

PRODUCT: Royal Challenge Sports Drink

Complaint:

"Advertisement shows a famous cricketer 'Virat Kohli' travelling in a train. When he wants to alight from a moving train (at a place which is clearly not a railway station), he pulls an emergency chain. When the train stops, he says it is a bold move to pull emergency chain.

1. Indirectly promotes Royal challenge liquor brand, in a guise of other product."

CCC RECOMMENDATION: **UPHELD**

The ASCI had approached the advertiser for their response in addressing the grievances of the complainant and forwarded the details of the complaint, verbatim, to the advertiser with a request to respond to the same. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail, but submitted their written response. For the objection raised against indirect promotion of Royal challenge liquor brand, the advertiser stated that the advertisement is in relation to their legitimate brand extension – a sports drink, and is not related to the alcohol brand - Royal Challenge whisky. Advertiser provided a copy of the product label, CA certificate and CBFC certificate. However, the CCC noted that the advertiser did not submit any commercial sample of the advertised product. The CCC observed that the CA certificate of January 2019 stated that "*.....Royal Challenge Sports Drink has done a sales volume of 48840 units which is valued at Rs.19,53,600/- We have planned to scale up the sales and distribution proportionately.....*" The CCC considered this part of the statement out of place for an independent CA to put in a certificate. Furthermore, there was no annual market sales data submitted of the product advertised (Royal Challenge Sports Drink).





The Advertising Standards Council Of India

Based on this observation, the CCC concluded that the advertisement is a surrogate advertisement for promotion of a liquor product - Royal Challenge whisky. The advertisement is misleading by implication and contravened Chapters

I.1, I.4 and III.6(b) of the ASCI Code (“Whether there exists in the advertisement under complaint any direct or indirect clues or cues which could suggest to consumers that it is a direct or indirect advertisement for the product whose advertising is restricted by this Code.”). Furthermore, the advertisement did not meet the requirements as per ASCI’s Guidelines for Qualification of Brand Extension Product or Service and thereby contravened Chapter III.6 (a) of the ASCI Code (“Whether the unrestricted product which is purportedly sought to be promoted through the advertisement under the complaint is produced and distributed in reasonable quantities, having regard to the scale of the advertising in question, the media used and the markets targeted.”). This complaint was **UPHELD**.

For the celebrity (Virat Kohli) shown in the YouTube advertisement, the CCC observed that the advertiser did not provide any evidence to show that the celebrity had done due diligence prior to endorsement, to ensure that all description, claims and comparisons made in the advertisement are capable of substantiation, nor did the advertiser submit any Testimonials, or any evidence of the consent of the celebrity for the claims. This contravened Clauses (c), (d) of the Guidelines for Celebrities in Advertising. This complaint was **UPHELD**.





The Advertising Standards Council Of India

The following advertisement was 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 AYUSH:-

Sr. No	Advertiser (Brand Product)	Claims Objected To	Remarks (Clause Applicable)
1.	1901-C.2039 Dia Areca	Given Freedom to The Thousands of People Suffering From a Diabetes.	Diabetes: Item No. 9 - DMR eSchedule
2.	1901-C.2125 Hitkari Ayurvedic	Refers to certain disease like masculine weakness obesity, arthritis and diabetes - Freedom from all diseases.	The maintenance of improvement of the capacity of human beings for sexual pleasure Section 3(b) - DMR Schedule Obesity: Item no.38 - DMR Schedule Rheumatism: Item No.43 DMR Schedule Diabetes-Item No. 9 - DMR Schedule

1812-C.2210

COMPANY: Aditya Birla Management Corporation Pvt. Ltd

PRODUCT: UltraTech Cement

Claim objected to

“Desh Ka No.1 cement”

Complaint:

“अल्ट्राटेक सीमेंट द्वारा दनै िक िवज्योनि नदिकां -16/12/18 में प्रकानि ि नवज्ञापि में दि का ि. 1 ां सीमेंट हो िा निखा गया है, कृपया स्पष्ट करावें नक दि का िां. 1सीमेंट हो िे का क्या सबू है”

CCC RECOMMENDATION: NOT UPHELD

The ASCI had approached the advertiser for their response in addressing the grievances of the complainant and forwarded the details of the complaint, verbatim, to the advertiser with a request to respond to the same. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they availed and at which time they shared data indicating their capacity and sales volume is way ahead of competition as per information available in public domain. Subsequently, in their written response, the advertiser provided comparative data of UltraTech cement with competing cement companies, and relevant extracts of the annual reports. Advertiser stated that the comparison was made on parameters like production capacity, number of cement plants, sales volume, net revenue and operating profit, which established that their product is number one than the other cement brands.





The Advertising Standards Council Of India

The CCC viewed the Print advertisement and considered the advertiser's response. Based on the supporting data provided by the advertiser and in absence of any data contrary to the same from the complainant, the CCC concluded that the claim, "Desh Ka No.1 Cement", was substantiated. The complaint was **NOT UPHELD**.

1901-C.2289

COMPANY: RSPL Limited

PRODUCT: Xpert Hygenic Dishwash Bar

Claim Objected to:

Mushiness/sogginess (galna) of Xpert Bar purported to have been the brand of RSPL Limited is only 28% while that of Exo Dishwash Bar (The blotched image) is 73%.

Complaint:

"Our Complaint is as under:

The Promotional Material of RSPL Limited shows blurred image of EXO Dish wash Bar (Annexure B) and claims that Mushiness/sogginess (galna) of Xpert Bar purported to have been the brand of RSPL Limited is only 28% while that of Exo Dish wash Bar (The blotched image) is 73%. The communication does not even specify where the test has been carried out i.e which laboratory has conducted the test. On the Contrary, the external lab supporting to prove that Xpert doesn't have any such superiority over Exo dish wash bar on mushiness. If required, we can furnish this data to ASCI. This is a devious attempt to showcase our brand in an inferior and derogatory manner. We find this extremely malicious and done with completely malafide intent to deceit and mislead the consumers and trade partners. Aside we believe this is done with ulterior motive to not only just mislead the consumers but also to demean our brand - Exo® and thereby make illicit profits and gain undue advantage. We strongly plead that this be immediately stopped and advertiser be asked to take it off the market with immediate effect.

It shall be pertinent to note here that the Advertiser has breached the Code 1.3 of chapter -I and Code 4.2 of Chapter - IV of The Advertising Standards Council of India by referring our Product Exo Dish wash Bar (The blotched image) without our permission to take an unjustified advantage on its product Xpert advertised through Promotional Material. In light of the above, it is submitted that the Advertiser is disparaging our brand and also using false and unsubstantiated claims against the Product, and the same should be withdrawn immediately."

CCC RECOMMENDATION: UPHELD

The ASCI had approached the advertiser for their response in addressing the grievances of the complainant and forwarded the details of the complaint, verbatim, to the advertiser with a request to respond to the same. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail but submitted their written response. The Advertiser denied the objection raised and stated that the blurred image in the product detailer is generic in nature, and is in no manner indicative by way of shape, design or color scheme alluding to the Complainant's product (Exo dish wash bar). Furthermore, the Advertiser emphasized that the Complainant themselves have not provided evidence for the basis of their complaint. The product detailer referred to in the complaint was solely meant for purpose of internal training of its employees, and was not published with intent to circulate the same for advertising purpose.

The CCC viewed the Ad – promotional material and considered the Advertiser's response. The CCC did not agree with the advertiser's contention that the product detailer was only an internal material, as at first glance the same appears to be a communication for commercial purpose, as it carried price comparisons, a call center number and social media links etc., and appeared as a trade promotional material. Additionally, there was no disclaimer stating that the same was for internal training purpose. The CCC also noted that the Advertiser did not provide any explanation with regard to the details of the products being referred to in their communication nor any comparative data of tests conducted on their product, versus other products referred in the communication, to prove that their product offered 28% sogginess (galan) which superior as compared to the other two product images shown in the advertisement implying competition due to use of specific price comparisons.





The Advertising Standards Council Of India

Based on this observation, the CCC concluded that the claim, “5 dino ka galan test %* - maatra 28% galan hui (for Xpert) – 73% galan” (for blurred product image implying Exo dish wash bar), was not substantiated, and unfairly denigrated the Complainant’s product. The claim is misleading by implication, and is likely to lead to grave or widespread disappointment in the minds of consumers. The Ad – promotional material contravened Chapters I.1, I.4, I.5 and IV.1 (e) of the ASCI Code.

The CCC noted that the position of the disclaimer was not correctly placed in the Ad – promotional material, and contravened Clause IV of the ASCI Guidelines for Disclaimers (“The direction of disclaimers should be along the direction of the majority of the copy such that no rotation of head or medium would be needed to read.”). The complaint was **UPHELD**.

1901-C.229

COMPANY: Furniture Garage

Claim objected to

"India's Largest Sofa Manufacturer now in Ahmedabad"

Complaint:

“We have to bring to your notice of Print Advertisement, appeared in The Times of India of Ahmedabad Edition of 23rd Dec 2018 of Furniture Garage (copy enclosed) claiming to be "India's Largest Sofa Manufacturer" when they don't have branches All over India and having their showroom in Vadodara (Gujarat) at following address: Furniture Garage, Pratham Plaza, Near Hotel Gateway, Opposite Transform Gym (Map), Akota, Vadodara- 390020 (Gujarat). M-9499824573.

They had put up their Mega Bumper Clearance sale for three days, 22nd to 24th Dec 2018, at Hotel Eden, Near Gurdwara, SG Highway, Ahmedabad as mentioned in their print ad "Now in Ahmedabad" without disclosing their identity/ address/ GSTIN number and hence misleading and fooling public.”

CCC RECOMMENDATION: UPHELD

The ASCI had approached the advertiser for their response in addressing the grievances of the complainant and forwarded the details of the complaint, verbatim, to the advertiser with a request to respond to the same. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “India's Largest Sofa Manufacturer now in Ahmedabad”, was not substantiated with any verifiable comparative data of the advertiser’s manufacturing capacity with that of other sofa manufacturers in India, to prove that they are larger than the rest, or through a third party validation, and is misleading by exaggeration. The claim is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1812-C.2095

COMPANY: Everest Career Academy

Claim Objected To:

“100% Job Guarantee.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “100% Job Guarantee”, was not substantiated with authentic supporting data such as detailed list of students who have been placed through their Institute, contact details of students for verification, enrolment forms and appointment letters received by the students, nor any independent audit or verification certificate. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.1983

COMPANY: NASR Education Society-NASR Group of Institution

Claim Objected To: “No.

1 School in Telangana.”

CCC RECOMMENDATION: **NOT UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail but submitted their written response. Advertiser stated that the claim is made on the basis of the ranking given to their institute by Education World India School Rankings 2018-19 in Girls Day Schools category. As claim support data, the Advertiser submitted copies of the award certificates, relevant pages of Education World India School Rankings 2018-19, School Ranking Questionnaire 2018, and photograph of the award function. The claim support data was reviewed by the technical expert of ASCI. The CCC viewed the print advertisement and considered the Advertiser’s response as well as the opinion of the Technical expert.

The CCC observed that the market research agency created a sample database of 12,214, including SEC A individuals, school principals and teachers from 27 main cities and educational hubs across the country. The School Ranking Questionnaire covered aspects such as number of students, average class size, applications received, infrastructure and facilities for academics and sports, academic results, and number of full time teachers, among other aspects. NASR Khairatabad, Hyderabad (Ranked 1st in Telangana and 5th among Girls Day Schools in India) and St. George’s Girls Grammar School in Hyderabad (Ranked 46th among Girls Day Schools in India). The sample size used for ranking was considered to be acceptable. The parameters used for evaluation and the relative ranking of each school on each parameter was presented in the Education World report of September 2018.

Based on this assessment, the CCC concluded that the claim, “No. 1 School in Telangana” was substantiated. The complaint was **NOT UPHELD**.





The Advertising Standards Council Of India

1812-C.2029

COMPANY: Shemrock Group of Preschools

PRODUCT: Shemrock Tiny Stars

Claim Objected To:

“India’s first play school chain”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail but submitted their written response post the due date. The Advertiser stated that they are the first institute to operate a chain of play schools with 652 branches since their registration in 1989. According to the advertiser, there are no other chains of pre-schools established prior to 1989, and a preliminary research would show that the other play school chains in the industry were established only after 2000. Advertiser submitted copy of Trademark Registration certificate for ‘Shemrock’, and referred to web links of third party for coverage of their institute. The CCC viewed the TVC and considered the Advertiser’s response. The CCC observed that the advertiser’s response has only assertions about the claim made. The advertiser did not submit any evidence of due diligence done by them for arriving at the claim nor any list of other prominent play school chains and details of their year of establishment etc. to conclusively prove their claim. The reference to trademark infringements were not considered to be relevant. The CCC therefore concluded that the claim, “India’s first play school chain”, was not adequately substantiated with any verifiable comparative data of the advertiser’s play school chain and other play school chains in India, to prove that they were the first or through an audited report or third-party validation. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The TVC contravened the Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2082

COMPANY: Extra marks Coaching Centre

Claims Objected To:

1. India's most preferred ed-tech for Foundation, Medical & JEE.
2. 1 crore+ students

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail but submitted their written response. The Advertiser stated that their institute is India’s most preferred ed-tech for foundation, Medical and JEE with more than 1 crore students, which is evident by their applications on Google stores which has more than 60,000 reviews and 4.06 Million downloads. The CCC viewed the print advertisement and considered the Advertiser’s response. The CCC observed that the advertiser’s response has only assertions about their institute. The CCC also noted that the annexures mentioned in the advertiser’s response were not submitted despite ASCI’s request. The CCC did not consider the Google reviews or app downloads to be valid claim support data. In the absence of verifiable and credible claim support data, the CCC concluded that the claim, “India's most preferred ed-tech for Foundation, Medical & JEE”, was not substantiated with any verifiable comparative data / market survey data of the advertiser’s coaching center and





The Advertising Standards Council Of India

similar coaching centers in India, to prove that they are more preferred as compared to others, in providing coaching to their students for Foundation, Medical and JEE courses, or through a third party validation.

Claim “1 crore+ students” was not substantiated with authentic supporting evidence or with an independent audit or verification certificate. The claims are misleading by exaggeration, and are likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened the Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2201

COMPANY: Om Muruga Educational Trust

PRODUCT: Muruga Polytechnic College

Claim Objected To:

“100% employment provider every year.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail but replied that ASCI’s communication has been addressed to the wrong institute, as their college name has changed from Omm Muruga Polytechnic College to Kurinje Polytechnic College from 2017-2018. ASCI noted that this change was not reflected even on the advertiser’s own website. As the two institutions appeared to be the same, the advertiser was requested to submit their response by the due date.

The CCC viewed the print advertisement and in the absence of specific claim support data from the advertiser, considered the Advertiser’s response. The CCC observed that the contact details for the Advertiser’s college and the “new” college are the same. In the absence of verifiable and credible claim support data, the CCC concluded that the claim, “100% employment provider every year”, was not substantiated with authentic supporting data such as detailed list of students who have been employed through their Institute, contact details of students for verification, enrolment forms and appointment letters received by the students, nor any independent audit or verification certificate, on year on year basis since inception. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2212

COMPANY: Rainbow International School

Claims Objected To:

“No.1 in Academics”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC





The Advertising Standards Council Of India

Concluded that the claim, “No.1 in Academics”, was not substantiated with any verifiable comparative data of the advertiser’s school and similar other international schools, to prove that it is in the leadership position (No.1) or through a third party validation or copy of the award certificates, details of the criteria for granting the award, references of the award received such as the year, source and category, and details about the awarding body, and is misleading by omission of disclaimer to qualify the same. The source for the claim was not indicated in the advertisement. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened the Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2213

COMPANY: S-TEK IT Education

Claims Objected To:

“100% Internship & Job Guarantee”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “100% Internship & Job Guarantee”, was not substantiated with authentic supporting data such as detailed list of students who have been placed through their Institute for internship, and / or have been provided jobs in Accounting/Finance/MIS sector, contact details of students for verification, enrolment forms and appointment letters received by the students, nor any independent audit or verification certificate. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2216

COMPANY: SANFORT

Claims Objected To:

- 1 .No.1 Preschool of Delhi
2. The Only Preschool with True SMART Learning System

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “No.1 Preschool of Delhi” was not substantiated with any verifiable comparative data of the advertiser’s pre-school and other similar pre-schools in Delhi, to prove that it is in leadership position





The Advertising Standards Council Of India

(No.1) or through a third-party validation or copy of the award certificates, details of the criteria for granting the award, references of the award received such as the year, source and category, and details about the awarding body, and is misleading by omission of disclaimer to qualify the same.

The claim, “The Only Preschool with True SMART Learning System” was not substantiated with any details of the “SMART learning system” being claimed and how that is unique to their preschool alone. , The claim is misleading by exaggeration and likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2217

COMPANY: Sathya IAS Academy

Claim Objected To:

“No.1 Academy in Tamil Nadu for Competitive Exams”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “No.1 Academy in Tamil Nadu for Competitive Exams”, was not substantiated with verifiable comparative data of the advertiser’s institute and similar institutes in Tamil Nadu, to prove that it is in leadership position (No.1) in providing coaching for competitive exams to their students, or through a third party validation or copy of the award certificates, details of the criteria for granting the award, references of the award received such as the year, source and category, and details about the awarding body, and is misleading by omission of disclaimer to qualify the same. The source for the claim was not indicated in the advertisement. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened the Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2218

COMPANY: Winners Edu Cation

Claim Objected To:

“The No.1 English Academy since 1990”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the





The Advertising Standards Council Of India

advertiser, the CCC concluded that the claim, “The No.1 English Academy Since 1990”, was not substantiated with any verifiable comparative data on year on year basis since 1990, of the advertiser’s institute and similar other institutes, to prove that it is in leadership position (No.1), or through a third party validation or copy of the award certificates, details of the criteria for granting the award, references of the award received such as the year, source and category, and details about the awarding body, and is misleading by omission of disclaimer to qualify the same. The source for the claim was not indicated in the advertisement. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened the Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2223

COMPANY: Image Infotainment Ltd

PRODUCT: Image Creative Education

Claim Objected To:

100% Job Opportunities

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that while the advertiser may be providing job opportunities to their students in animation industry, the use of 100% numerical is not relevant for “Job opportunities” claim. The use of “100%” as a descriptor in the claim is misleading by implication and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2226

COMPANY: The Academy of Nursing Sciences and Hospital (A.N.S.H. College)

Claim Objected To:

“100% Job Assistance.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail but submitted their written response. The Advertiser stated that their institute has their own placement cell which helps in preparing their students for various interviews. They offer various job-oriented nursing courses and assist their students to gain employment in the nursing sector. The CCC viewed the print advertisement and considered the Advertiser’s response. The CCC concluded that while the advertiser may be providing job assistance to their students, the use of 100% numerical is not relevant for “job assistance” claim. The use of “100%” as a descriptor in the claim is misleading by implication and is likely to lead to grave or widespread disappointment in the minds





The Advertising Standards Council Of India

of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2228

COMPANY: Alpha College of Engineering & Technology

Claim Objected To:

“Best place for best placement.”

CCC RECOMMENDATION: UPHELD

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “Best place for best placement”, was not substantiated with any market survey data or with verifiable comparative data of the advertiser’s institute and other similar institutes, to prove that they provide the best placements or that they are better than the other institutes in providing placements. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2229

COMPANY: Balaji Institute of Management Science

Claim Objected To:

“100% Permanent Job Assurance.”

CCC RECOMMENDATION: UPHELD

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim of “100% Permanent Job Assurance” was not substantiated with authentic supporting data such as detailed list of students who have been placed through their Institute in the Hotel Management or Catering industry, contact details of students for verification, enrolment forms and appointment letters received by the students, nor any independent audit or verification certificate. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1901-C.2233

COMPANY: Ryan International Group of Institutions

Claim Objected To:

“#01 India's most respected school”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “#01 India's most respected school”, was not substantiated with any market survey data or with verifiable comparative data, of the advertiser's institute and other similar institutes, to prove that they are most admired compared to others, or through a third-party validation. The claim is misleading by gross exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2234

COMPANY: National Institute of Health Education & Research (NIHER)

Claim Objected To:

“Best Educational Institution Group of Bihar”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “Best Educational Institution Group of Bihar”, was not substantiated with market survey data, or with verifiable comparative data of the advertiser's institute and other similar institution groups in Bihar, to prove that their institute is better than the rest in providing paramedical, nursing, and other courses as claimed, or through an independent third party validation. The claim is misleading by exaggeration, and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1901-C.2252

COMPANY: Innocent Hearts Group of Institutions

Claim Objected To:

“100% placement suitability”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail, but replied that the claim made is true. The CCC viewed the print advertisement and upon careful consideration of the complaint, and the Advertiser’s reply. The CCC considered the claim to be vague and concluded that while the advertiser’s students may be suitable for placement post their training, the use of 100% numerical is not relevant for claim. The use of “100%” as a descriptor in the claim is misleading by implication and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**. The CCC noted the advertiser’s reply that the said claim will not be repeated again.

1901-C.2253

COMPANY: Airport Aviation Academy

Claims Objected To:

1. 100% placement assistance
2. 100% job placement assistance after completion of the courses with various airports
3. Golden Award Winning Best Training Academy for Aviation in Rajasthan
4. Rajasthan's Best and Prestigious Aviation Institute

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that – Claims, “100% Placement Assistance” and “100% Job Placement Assistance after completion of the courses with various airports” – While the advertiser may be providing job placement assistance to their students in airline industry, the use of 100% numerical is not relevant for “placement assistance” and “Job Placement Assistance after completion of the courses with various airports” claims. The use of “100%” as a descriptor in the claims is misleading by implication.

Claim, “Golden Award-Winning Best Training Academy for Aviation in Rajasthan”, was not substantiated with copy of the award certificates, details of the criteria for granting the award, references of the award received such as the year, source and category, and details about the awarding body, and is misleading by omission.

Claim, “Rajasthan's Best and Prestigious Aviation Institute” was not substantiated with any verifiable comparative data, of the advertiser’s institute and other aviation academies in Rajasthan to prove that they are better and more reputed than the rest in providing airline courses, or through a third-party validation, and is misleading by implication.





The Advertising Standards Council Of India

The claims are likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2255

COMPANY: Vikram College of Nursing

Claim Objected To:

“100% Job Placement”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim of “100% Job Placement” was not substantiated with authentic supporting data such as detailed list of students who have been placed as nurses in hospital management, contact details of students for verification, enrolment forms and appointment letters received by the students, nor any independent audit or verification certificate. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.1949

COMPANY: Dr. Wellness Homeopathic Laboratory India Pvt. Limited

PRODUCT: Arnica Hair Oil

Claim Objected To:

1. Prevents Hair fall and increases hair growth
2. It gives cooling to brain and a better sleep

Complaint:

1. “Please substantiate claims 1 and 2 with independent claim support data. The claim support data should not be internal or based on studies commissioned by Dr. Wellmans Homoeopathic Laboratory India Pvt. Limited.
2. We would like to point out ASCI’s decision in the month of February 2018, wherein the complaint of Hindustan Unilever Ltd-Indulekha Oil was upheld. CCC concluded that “Jadon se kaam kare, hairfall gataye aur naye baal ugate” was misleading by omission of mention that it should be an adjuvant therapy for hair loss. Similar claim is made in the present advt.

According to us, the advertisement contravenes Chapter 1.1 and 1.4 of ASCI Code Action to be taken: We propose that the advertisement should be immediately withdrawn.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the concerned Media (Gujarat Samachar Ltd) for their assistance in providing the contact details of the advertiser, or to forward the complaint to the advertiser. The CCC noted that no response was received





The Advertising Standards Council Of India

from the advertiser or from the concerned media prior to the due date for this complaint. The CCC viewed the print advertisement, and observed that the advertiser did not provide product specific details such as composition / license / pack artwork or samples, nor any evidence of product efficacy, in support of the claims.

In the absence of comments from the advertiser, the CCC concluded that the claims, “Prevents hairfall and increases hair growth”, and “It gives cooling to brain and a better sleep”, were not substantiated with product efficacy data and are misleading. The advertisement contravened Chapters I.1, I.4, and I.5 of the ASCI Code. The complaint was **UPHELD**.

1812-C.2060

COMPANY: Rudraksh Naturopathy Clinic

Claims Objected To:

1. After treatment of 21 days, gallstone has been completely removed.
2. Remove gallstone and kidney stone without operation only in Rudraksh Naturopathy.

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the concerned Media (Lokmat Media P. Ltd) for their assistance in providing the contact details of the advertiser, or to forward the complaint to the advertiser. The CCC noted that no response was received from the advertiser or from the concerned media prior to the due date for this complaint. The CCC viewed the print advertisement and observed that the advertiser did not provide any details of the Rudraksh Naturopathy treatment procedure, nor any details regarding the medicines for claimed diseases, and their approval status by the regulatory authorities. Upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claims, “After treatment of 21 days, gallstone has been completely removed.” and “Remove gallstone and kidney stone without operation only in Rudraksh Naturopathy”, were not substantiated with supporting clinical evidence, and are misleading by gross exaggeration. The claims exploit the consumers’ lack of knowledge and are likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4, and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2271

COMPANY: Delhi Public School

Claims Objected To:

1. No.1 in AP
2. Best School Award 2017-18

CCC RECOMMENDATION: **UPHELD**

The ASCI had approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail, but submitted their written response. The Advertiser stated that the claims made were based on the awards received from Education Today and Education World in the category of Day-Cum-Boarding Schools. Advertiser provided a copy of the award certificates. The CCC viewed the print advertisement and considered the Advertiser’s response.

The CCC observed that the advertiser’s institute was awarded for being amongst India’s Top 20 Day-Cum Boarding Schools. However, the advertiser did not provide the details of the process as to how the selection for the awards





The Advertising Standards Council Of India

was done, survey methodology, details of survey data, criteria used for evaluation, questionnaires used, names of other similar institutes that were part of the survey and the outcome of the survey.

Based on this observation, the CCC concluded that the claims, “No.1 in AP” and “Best School Award 2017-18” were inadequately substantiated. The claims were not qualified to mention the source and date of research and are misleading by omission of the reference to this being for Day-Cum-Boarding school category. The claims are likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2272

COMPANY: Delhi Public School

Claim Objected To:

“Bhopal's No.1 CBSE School by Education World Rankings 2018-19”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and observed that the advertiser did not provide copy of the award certificate, details of the process as to how the selection for the award was done, survey methodology, details of survey data, criteria used for evaluation, questionnaires used, names of other similar institutes that were part of the survey and the outcome of the survey. In the absence of comments from the advertiser, the CCC concluded that the claim, “Bhopal's No.1 CBSE School by Education World Rankings 2018-19”, was not substantiated with supporting data for the ranking claimed. The claim is misleading by omission of disclaimer to qualify this claim, and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2311

COMPANY: Netmeds Marketplace Limited

Claims objected to

1. The pharmacy with over 100 years of experience.
2. Trusted by 3 million + Indians
3. Save up to 25% only at NETMEDS

Complaint:

1. Please substantiate claims 1-3 using claim support data. The claim support data should not be internal or based on studies commissioned by NETMEDS Private Limited.
2. Reference to claim 1 how can the advertiser make a claim of 100 years of experience when the company was founded in 2010? This is misleading by exaggeration.
3. Reference to claim 3 the disclaimer states T&C apply. As per ASCI guidelines, a disclaimer should not attempt to hide material information with respect to the claim, the omission / absence of which is likely to make the advertisement deceptive or conceal its commercial intent.
4. Cricketer– M.S. Dhoni appears in the advertisement. As per the ASCI Guidelines for Celebrities in Advertising, 2 advertisements they appear in or endorse are capable of being objectively ascertained and capable of substantiation





The Advertising Standards Council Of India

and should not mislead or appear deceptive. The claims made by the celebrities this advertisement violate this clause of the ASCI guidelines. Can the advertiser show evidence that M.S. Dhoni has done due diligence and that they confirm with all the claims made in the advertisement?

According to us, the advertisement contravenes Chapter 1.1, 1.2 and 1.4 of the ASCI Code, Guidelines for Disclaimer and Guidelines for Celebrities in Advertising. Action to be taken: We propose that the advertisement should be immediately withdrawn.”

CCC RECOMMENDATION: **UPHELD**

The ASCI had approached the advertiser for their response in addressing the grievances of the complainant and forwarded the details of the complaint, verbatim, to the advertiser with a request to respond to the same. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail but submitted their written response through their advocates. The CCC viewed the print advertisement and considered the Advocate’s response.

Claim – “The pharmacy with over 100 years of experience” – Advocate on behalf of the advertiser stated that the claim is based on the fact that the advertiser was empowered by Dadha Pharma Private Limited, a company with over 100 years of experience. Advocate provided a copy of the Company Master Data from the ECA website. The CCC observed that the advertiser did not provide authentic data or license to establish a connection with Dadha Pharma Private Limited and the advertiser. Additionally, the incorporation certificate of Dadha Pharma Private Limited declared that the Pharma Company was incorporated on the 8th of August 1935. So the company has completed only 84 years since its incorporation. Based on this observation, the CCC concluded that the claim, “The pharmacy with over a 100 years of experience” was false and is misleading. The claim is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. This complaint was **UPHELD**.

Claim, “Trusted by 3 million + Indians” – Advocate asserted that the advertiser has a trusted user base of over 3 million+ Indians based on the installs of the Netmeds Application. Netmeds's user base is around 4, 180, 31 (Android Installs) customers and around 3, 18,061 (IOS installs) customers. As claim support data, the advocate provided a google play screen shot of data available in public domain for the user base of Netmed, and Frost & Sullivan Journal publication titled ‘e-Pharmacy in India – An Exponential Growth Opportunity’. The CCC observed that a mere screenshot of the User Base of Google Play store does not indicate trust index of consumers. The CCC concluded that the claim, “Trusted by 3 million+ Indians”, was not substantiated with any market survey data or through an independent third-party validation. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. This complaint was **UPHELD**.

Claim, “Save up to 25% only at NETMEDS”- Advocate asserted that this offer is available subject to the conditions fulfilled by the customers such as uploading of prescription etc., for which the advertisement is qualified to mention ‘T&C apply’. In this context, the CCC considered it to be necessary that the complainant should have provided valid grounds of objection such as examples of other e-Pharmacies providing a similar discount or the claimed discount not being extended to the complainant. In the absence of any data from the complainant contrary to the claims, the CCC did not consider the claim, “Save up to 25% only at NETMEDS” to be objectionable. This complaint was **NOT UPHELD**.

For the objection raised against the celebrity (Mahendra Singh Dhoni) endorsing the product, the advocate replied that they are unable to comment in this matter, as this query needs to be addressed by the celebrity himself. The CCC noted that the advertiser did not submit any evidence to show that the celebrity had done due diligence to ensure that all description, claims and comparisons made in the advertisement are capable of substantiation, nor did the advertiser submit any testimonials or any evidence of the consent of the celebrity for the claims. The CCC concluded that the visual of the celebrity when seen in conjunction with these claims is likely to mislead consumers. This contravened Clauses (c), (d) of the Guidelines for Celebrities in Advertising. This complaint was **UPHELD**.





The Advertising Standards Council Of India

1901-C.229

COMPANY: Mohak Bariatrics and Robotics

Complaint:

“Promoting Bariatric Surgery” for the Obese promising "Obese People can lead a NORMAL life post bariatric surgery'. The entire advertisement is against medical. Ethics states potential benefits without the potential harm/adverse consequences in short and medium term. Misleads by telling that the patient can/may revert to original bad diet and lifestyle that led to the obesity in the first place. Quotes 'international guidelines' without specifying to promote bariatric surgery for people with BMI as low as 28! This is outrageous. Positioning the surgery as a cosmetic procedure rather than a serious medical procedure with long term consequences. Quoting: From @MayoClinic: 'All forms of weight loss surgery are major procedures that can pose serious risks and side effects. Also, you must make permanent healthy changes to your diet and get regular exercise to help ensure the long-term success". <https://www.mayoclinic.org/testsprocedures/bariatricsurgery/about/pac-20394258>. Please refer the above link for full facts.”

CCC RECOMMENDATION: UPHELD

The ASCI had approached the advertiser for their response in addressing the grievances of the complainant and forwarded the details of the complaint, verbatim, to the advertiser with a request to respond to the same. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail, but replied seeking for informal resolution of the complaint by assuring modification of the objected claims. However, they did not fulfil the pre-requisites by confirming compliance within the stipulated period. Therefore, the complaint was processed for CCC deliberations.

Upon carefully viewing the print advertorial, examining the complaint and in the absence of specific comments and claim support data, the CCC observed that the advertiser did not provide clinical or scientific data to prove that treatment through bariatric surgery helps obese people lead normal lives even if they revert to their pre-surgery lifestyle. The claim, “..... but now with advanced treatments like Bariatric and Robotic Surgeries obese people can lead a normal life”, was not substantiated with supporting clinical evidence. Claim, “As per international guidelines all those who have uncontrolled diabetes, despite all medical measures and have a BMI greater than 28, can undergo this treatment”, was not substantiated with any published literature references. The claims are misleading by exaggeration and exploits consumers’ lack of knowledge and are likely to lead to grave or widespread disappointment in the minds of consumers. The advertorial contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was UPHELD. The CCC observed that the advertiser was willing to modify their claims.

1901-C.2334

COMPANY: Star India Pvt. Ltd.

PRODUCT: Star Value Pack

Complaint:

“The new star package advertisement Dhoni and Pandya. During the advertisement MS Dhoni says India vs AU's series is showing in Star Cricket but the series is not broadcasting in Star Cricket or any Star Package channels. It is showing in Sony Channels. Total time of the advertisement is 1:20 Minutes. During the ad at 57 seconds, "Dhoni saying Australia series that is not broadcasting by Star Sports or Star Cricket. It is broadcasting by Sony group. Please take action as you deemed fit.”

CCC RECOMMENDATION: NOT UPHELD

The ASCI had approached the advertiser for their response in addressing the grievances of the complainant and forwarded the details of the complaint, verbatim, to the advertiser with a request to respond to the same. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat, which they did not avail but





The Advertising Standards Council Of India

submitted their written response. The Advertiser stated that the said advertisement was intended to promote Star India Private Limited's new package of channels, which refers to broadcast of various sports events for which they have media rights, including future cricket events such as the India tour of New Zealand 2019, the Australia Tour of India 2019, VIVO IPL 2019 and the ICC Cricket World Cup 2019. With reference to the "Australia series" in the advertisement, the Advertiser stated that they have referred to the upcoming Australia Tour of India scheduled to be held in February – March 2019, for which they hold exclusive media rights under its media rights agreement with the Board of Control for Cricket in India. The CCC viewed the TVC, and considered the Advertiser's response. Based on the advertiser's response, and in the context of the advertisement for promotion of array of sporting events on the Star Value Pack, the CCC concluded that the objection raised against M S Dhoni making reference of Australian series on Star channels, was not objectionable. The complaint was **NOT UPHELD**.

1901-C.2236

COMPANY: Masterprep Education Ltd

Claims Objected To:

1. Awarded the best training institute in North India
2. Awarded Punjab's No.1 IELTS institute- year 2017

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat, which they did not avail but submitted their written response. The Advertiser refuted the objections and stated that their institute had been awarded for being the Best Language Training Institute in North India, in March 2016, based on a comprehensive market research, study and opinion surveys conducted by Worldwide Achievers. They were awarded by Foreigner Magazine in July 2017 for being the No.1 IELTS Institute for Punjab for 2017. As claim support data, the Advertiser provided copies of the award certificates, photograph of the award function, and the front page cover of 'The Foreigner' magazine of September 2017 issue.

In response to ASCI's query for details of the survey methodology for the awards received, the advertiser stated that ASCI should contact Worldwide Achievers and The Foreigner Magazine directly, for the processes adopted by them for short listing and granting the said awards. Advertiser provided the contact details of Worldwide Achievers and Foreigner Magazine, and website links of Worldwide Achievers for the services and the research methodology followed by them for market research surveys. The claim support data was reviewed by the technical expert of ASCI. The CCC viewed the advertisement and considered the Advertiser's response as well as the opinion of Technical expert presented at the meeting.

Claim – "Awarded the Best Training Institute in North India" – The CCC observed that the website of the awarding company – Worldwide Achievers provides reference to several research methodology followed by them for data collection, but there was no specific information on the methodology used by them for granting the said award

Claim – "Awarded Punjab's No.1 IELTS institute- year 2017" – The CCC observed that the Advertiser did not provide details about the survey methodology or internal practices used for the selection of the award winners.

The CCC further noted that the information provided by the Advertiser does not provide any conviction on the *bona fides* of the awarding agencies making the Award or of the methodology used by them to decide on the grant of these titles.

Based on these observations, the CCC concluded that the claims, "Awarded the best training institute in North India" and "Awarded Punjab's No.1 IELTS institute- year 2017", were inadequately substantiated with details of the process as to how the selection for the awards was done, i.e. survey methodology, details of survey data, criteria used for evaluation, questionnaires used, names of other similar institutes that were part of the survey and the outcome of the survey. The claims were not qualified to mention the source and are misleading by omission. The claims are likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened the Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1901-C.2230

COMPANY: Scott Institute

Claim Objected To:

100% placement assistance.

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that while the advertiser may be providing placement assistance to their students as Customer Service Executives in various service industries, the use of 100% numerical is not relevant for "Placement Assistance" claim. The use of "100%" as a descriptor in the claim is misleading by implication and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2241

COMPANY: Annai Veilankanni's Educational & Cultural Society Annai Veilankanni's Paramedical College

Claim Objected To:

"100% placement assured job-oriented course."

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, "100% placement assured job oriented course", was not substantiated with authentic supporting data such as detailed list of students who were placed through their Institute in the healthcare industry on completion of their courses, contact details of students for verification, enrolment forms and appointment letters received by the students, nor any independent audit or verification certificate. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1901-C.2244

COMPANY: Chandragupt Institute of Management Patna

Claim Objected To:

“100% placement for all the previous 9 batches.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “100% placement for all the previous 9 batches”, was not substantiated with authentic supporting data such as detailed list of students who have been placed through their Institute in the previous nine batches, batch size of the students, contact details of students for verification, enrolment forms and appointment letters received by the students, nor any independent audit or verification certificate. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2246

COMPANY: Dr. C.V. Raman University

Claim Objected To:

“Best institute of Chhattisgarh for distance education.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement, and concluded that the claim, “Best institute of Chhattisgarh for distance education”, was not substantiated with any market survey data, or with verifiable comparative data of the advertiser’s institute and similar institutes in Chhattisgarh, to prove that they are better than the rest in providing distance education, or through an independent third-party validation. The claim is misleading by exaggeration and implication, and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1901-C.2250

COMPANY: Panipat Institute of Engineering & Technology

Claims Objected To:

1. “No.1 Engineering College in North India.”
2. “Awarded best in placements and academic excellence.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “No.1 Engineering college in North India.”, was not substantiated with market survey data, or verifiable comparative data of the advertiser’s institute and other Engineering colleges in North India, to prove that they are better than the rest, or that it is in leadership position (No.1) or through an independent third party validation. The claim, “Awarded best in placements and academic excellence”, were 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, and name of the awarding bodies, and are misleading by omission of disclaimer to qualify the same. The claims are misleading by exaggeration, and are likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2257

COMPANY: Pinnacle Institute of Fashion Technology

Claims Objected To:

“100% Job Guarantee”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail, but submitted their written response. The Advertiser stated that they have been running skill based and practical training programs in fashion/interior/textile designing backed by garment industry associations. They provide placements to their students on completion of the course. The CCC viewed the print advertisement and considered the Advertiser’s response. The CCC observed that the advertiser’s response has only assertions about the claim made, but was not backed with any supporting data. The CCC concluded that the claim, “100% Job Guarantee”, was not substantiated with verifiable authentic supporting data such as detailed list of students who have been placed through their Institute in fashion/interior/textile designing industry, contact details of students for verification, enrolment forms and appointment letters received by the students, nor any independent audit or verification certificate. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1901-C.2259

COMPANY: Scius Systems- Shaktimaan Institute for Film & Television

Claims Objected To:

“Best Institute of India”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement, and in the absence of comments from the advertiser, the CCC concluded that the claim, “Best Institute of India”, was not substantiated with any market survey data, or with verifiable comparative data of the advertiser’s institute and similar institutes for films and televisions in India, to prove that they are better than the rest in providing training in acting, dancing, singing, martial arts, gymnastics-stunt, and modelling, or through an independent third party validation. The claim is misleading by exaggeration and implication, and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2263

COMPANY: Sushila Group of Institutions

Claim Objected To:

“100% Placement.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “100% Placement”, was not substantiated with authentic supporting data such as detailed list of students who have been placed through their Institute, contact details of students for verification, enrolment forms and appointment letters received by the students, nor any independent audit or verification certificate. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1901-C.2265

COMPANY: Swift Group of Colleges

Claim Objected To:

“100% Job Placement.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “100% Job Placement”, was not substantiated with authentic and verifiable supporting data such as detailed list of students who have been placed through their Institute, contact details of students for verification, enrolment forms and appointment letters received by the students, nor any independent audit or verification certificate. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2266

COMPANY: Takshashila College of Nursing

Claim Objected To:

“100% employment-oriented course.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that while the nursing courses being offered by the advertiser may be employment oriented, the use of 100% numerical is not relevant for “employment oriented course” claim. The use of “100%” as a descriptor in the claim is misleading by implication, and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1901-C.2268

COMPANY: Vijaya International School

Claim Objected To:

“Ranked No.1 in North India.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “Ranked No. 1 in North India”, was not substantiated with any verifiable comparative data of the advertiser’s international school and other similar international schools in India, to prove that it is in leadership position (No.1) or through a third party validation. The source for the claim was not indicated in the advertisement. The claim is misleading by omission of disclaimer to qualify this claim, The claim is misleading by exaggeration and implication, and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2128

COMPANY: Jiva Ayurveda Clinic

Claims Objected To:

1. Trust of one crore patients.
2. Get treatment to remove your problems from the roots.

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement, and observed that the advertiser was promoting ayurvedic treatment for the root cause of the problems for the ailments claimed, and over 150 various other diseases. However, the advertiser did not provide any details of the ayurvedic treatment procedure, nor any details regarding the medicines and their approval status by the regulatory authorities. In the absence of response from the advertiser, the CCC concluded that the claim, "Trust of one crore patients." was not substantiated with any market survey data or through an independent third-party validation. Claim, “Get treatment to remove your problems from the roots”, was not substantiated with supporting clinical evidence. The claims are misleading by gross exaggeration and exploits consumers’ lack of knowledge, and are likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4, and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1901-C.2129

COMPANY: Homecare International Pvt. Ltd

Claims Objected To:

1. Curing thyroid since generations.
2. The world greatest brand award in Dubai.

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail, but submitted their written response. The Advertiser stated that they were withdrawing the claim, "Curing thyroid since generations" and stated that the claim, "The world greatest brand award in Dubai." made was based on the award received from by URS Asia One. As this response was inadequate, ASCI requested the advertiser to provide survey methodology for the award claimed, which was not submitted. The CCC viewed the print advertisement and considered the Advertiser's reply. In the absence of claim support data, the CCC concluded that the claim, "Curing thyroid since generations", was not substantiated with supporting evidence and is misleading by gross exaggeration. The claim, "The world greatest brand award in Dubai." was not substantiated with copy of the award certificates, details of the awarding body, survey methodology, details of survey data, criteria used for evaluation, questionnaires used, names of other similar institutes that were part of the survey and the outcome of the survey, and is misleading by omission of disclaimer to qualify the same. The claims are misleading by exaggeration and are likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**. The CCC noted the advertiser's response that the said advertisement is being withdrawn.

1901-C.2292

COMPANY: G.K. Burman Herbal (India) Private Limited

PRODUCT: Himgange

Claim Objected to:

"Made from precious herbs of Himalaya"

Complaint:

1. Please substantiate the claim with independent claim support data. The claim support data should not be internal or based on studies commissioned by G. K. Burman Herbal (India) Private Limited.
2. We would like to point out ASCI's decision wherein the complaint of Rasna International Pvt Ltd (Rasna Native Haat Honey) was upheld in the month of January 2018. It stated "From the forests of Sunderbans to your Home" was inadequately substantiated and is misleading by exaggeration; which is similar to the claims made in the present advt.

According to us, the advertisement contravenes Chapter 1.1, 1.2 and 1.4 of ASCI Code Action to be taken: We propose that the advertisement should be immediately withdrawn.

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the grievances of the complainant and forwarded the details of the complaint, verbatim, to the advertiser with a request to respond to the same. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC observed that the advertiser did not provide





The Advertising Standards Council Of India

product specific details such as composition/license/pack artwork or samples, nor evidence of the ingredients being sourced from the Himalayas. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “Made from precious herbs of Himalaya”, was not substantiated and is misleading by exaggeration. The advertisement contravened Chapters I.1 and I.4 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2269

COMPANY: Adarsha Coaching Centre

Claim Objected To:

“100% DSC success packages”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and observed that the advertiser did not provide supporting evidence of their institute having achieved 100% success in the DSC exams. In the absence of any comments or response from the advertiser, the CCC concluded that the claim, “100% DSC success packages”, was not substantiated with verifiable supporting data or through a third-party validation. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2273

COMPANY: Dhyeya IAS

Claim Objected To:

“Best Institute of Delhi”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement, and in the absence of comments from the advertiser, the CCC concluded that the claim, “Best institute of Delhi”, was not substantiated with any market survey data, or with verifiable comparative data of the advertiser’s institute and similar institutes in Delhi, to prove that they are better than the rest in providing IAS/PCS coaching, or through an independent third-party validation. The claim is misleading by exaggeration and implication, and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1901-C.2275

COMPANY: Gyanguru Viddhyapith

Claims Objected To:

1. Best school
2. No. 1 in Bhavnagar- Best teaching

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objections raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claims, "Best school" and "No. 1 in Bhavnagar- Best teaching", were not substantiated with market survey data, or verifiable comparative data of the advertiser's school and similar schools in Bhavnagar, to prove that they are better than the rest in providing best teaching to their students, or that it is in leadership position (No.1), or through an independent third party validation. The source for claiming to be "No.1 in Bhavnagar" was not indicated in the advertisement. The claims are misleading by exaggeration, and are likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2277

COMPANY: Jabalpur Institute of Computer Science

Claim Objected To:

"100% Job Assessment"

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that while the advertiser may be providing job assessment to their students, the use of "100%" numerical is not relevant for "Job Assessment" claim. The use of 100% as a descriptor in the claim is misleading by implication and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1901-C.2279

COMPANY: Our Gurukul

Claims Objected To:

“Guaranteed success”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “Guaranteed Success”, was not substantiated with supporting evidence of students who were successfully placed in the Government sector, on completion of the claimed courses. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2297

COMPANY: Marico Ltd

PRODUCT: Hair and Care Fruit Oil

Claims objected to:

1. Hair & Care Fruit Oils has nutrition on Olive and Vitamin E oil
2. Hair-fall became 50% less
3. Fruit Oils with Multi-vitamins, Olive, Mosambi and Green Apple

Complaint:

1. Please substantiate claims 1 - 3 with independent claim support data. The claim support data should not be internal or based on studies commissioned by Marico Ltd.
2. We would also like to quote ASCI’s decision regarding Sarina Herbal Pvt Ltd (Zulfraj Hair Oil and Shampoo) in the month of May 2018. Claims – “Adopt ZulfRaj with double action made up of 17 pure herbs?”, “Only ZulfRaj has that quality which not only ends hair problems but also ensures you to not have the same hair problem ever by making hair strong, thick and soft? We’re not substantiated with technical rationale or product efficacy data; the claims are misleading by exaggeration? Claims of similar nature are made in this advertisement.
3. Ref. to claim 3, we would like to point out ASCI’s decision regarding the advertisement of Dabur Vatika Shampoo in the month of September 2018 wherein the complaint was upheld. According to CCC the claim “sattposhan ki natural Shakti? Regarding the ingredient-based product benefits, the CCC did not agree with the advertiser’s contention that the product is made under a cosmetic license and so it is not subject to scrutiny for quantity, impact and contribution of ingredients or herbs. If the claim is with respect to certain ingredients or combinations thereof the manufacturer should be able to provide evidence of their presence in the formulation being in adequate amounts. Furthermore, the data submitted is not adequate to show effectiveness of their product for all the benefits being associated with the claimed seven ingredients. Based on this assessment, the CCC concluded that the claim, “Isme hai heena, shikakai, amla jaise sattposhan ki natural Shakti? Was inadequately substantiated. The claim is misleading by ambiguity and implication. This complaint was UPHELD? Claims of similar nature are being made here.





The Advertising Standards Council Of India

4. Actress- Shraddha Kapoor features in the advertisement. As per the ASCI Guidelines for Celebrities in Advertising, a Celebrity should do due diligence to ensure that all description, claims and comparisons made in the advertisements they appear in or endorse are capable of being objectively ascertained and capable of substantiation and should not mislead or appear deceptive. The claims made by the celebrity (Shraddha Kapoor) in this advertisement violate this clause of the ASCI guidelines. Can the advertiser show evidence that the Actress Shraddha Kapoor has done due diligence and that she confirms with all the claims made in the advertisement? According to us, the advertisement contravenes Chapter 1.1 and 1.4 of ASCI Code and Guidelines for Celebrities in Advertising. Action to be taken: We propose that the advertisement should be immediately withdrawn.

CCC RECOMMENDATION: **UPHELD**

The ASCI had approached the advertiser for their response in addressing the grievances of the complainant and forwarded the details of the complaint, verbatim, to the advertiser with a request to respond to the same. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they availed and subsequently submitted their response.

As claim support data, the advertiser provided a copy of the front and back panel of the product pack, a copy of the print advertisement (Hindi version), translation in English of the said advertisement under complaint, and a copy of the third party test report. The claim support data was reviewed by the technical expert of ASCI. The CCC viewed the print advertisement and considered the Advertiser's response as well as the opinion of the Technical expert presented at the meeting.

Claim, "Hair & Care Fruit Oils has nutrition on Olive and Vitamin E oil" - In response to this objection, the advertiser stated that the claim is factually true as the product contains Vitamin E, Vitamin B5 and fruit extracts (olive, mosambi and green apple), and does not equate the ingredient benefits to reduction of hair fall. The CCC observed that while this argument is acceptable, since hair fall has been delinked with poshan, the Advertiser did not provide any evidence in the form of literature articles references or experiments showing some measure of nutrition (poshan) provided by these ingredients. Based on this assessment, the CCC concluded that the claim, "Hair & Care Fruit Oils has nutrition on Olive and Vitamin E oil", was inadequately substantiated and is misleading by implication. The print advertisement contravened Chapters I.1 and I.4 of the ASCI Code. This complaint was **UPHELD**.

For the objection against the celebrity (Shraddha Kapoor) shown in the advertisement, the advertiser replied that adequate diligence in relation to the advertisement claims was conducted on behalf of the celebrity who has entered into an agreement with the advertiser. The CCC observed that the advertiser did not provide any evidence to show that the celebrity had done due diligence prior to endorsement, to ensure that all description, claims and comparisons made in the advertisement are capable of substantiation, nor did the advertiser submit any Testimonials, or any evidence of the consent of the celebrity for the claims. This contravened Clauses (c), (d) of the Guidelines for Celebrities in Advertising. This complaint was **UPHELD**.

1901-C.2270

COMPANY: G. K. Tobacco Industries Pvt. Ltd

PRODUCT: Zafri Pan Masala

Claim Objected To:

"No.1 Pan Masala"

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI's request. The CCC noted that no response was received from the advertiser





The Advertising Standards Council Of India

prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and in the absence of comments from the advertiser, the CCC concluded that the claim, “No. 1 Pan Masala” was not substantiated with verifiable comparative data of the advertiser’s product and other pan masala brands, to prove that it is in leadership position (No.1), or through an independent third-party validation. The source for the claim was not mentioned in the advertisement. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2313

COMPANY: Go Naturel – Range of Products

Claim Objected To:

“Strengthen the immune system”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC observed that the advertiser did not provide copy of product label, copy of Product approval license, Product composition details, FSSAI approval for all the claims made, and evidence of the ingredients present in the product. The CCC noted that no data has been provided of any study done with the product that demonstrated the claimed benefit. The CCC concluded that the claim, “Strengthen the immune system”, was not substantiated with clinical evidence of product efficacy, and is misleading by exaggeration. The claim is likely to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2315

COMPANY: Anand Masala Factory- (A P Products)

Claim Objected To:

“Incorrect presentation of FSSAI logo, implying endorsement by FSSAI.”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat. The advertiser had, however, not responded to ASCI’s request. The CCC noted that no response was received from the advertiser prior to the prescribed due date for this complaint. The CCC viewed the print advertisement and observed that the advertisement shows an FSSAI logo in a non-standard format. The symbol of FSSAI logo in the advertisement did not contain their License number on the principal display panel in the format as suggested in the FSSAI Advisory. Based on this observation, the CCC concluded that the improper use of FSSAI logo was misleading by implication that the product has been tested/approved/endorsed by FSSAI, and also was in violation of the FSSAI advisory. The advertisement contravened Chapters I.4 and III.4 of the ASCI Code. The complaint was **UPHELD**.

