



The Advertising Standards Council Of India

## CCC Recommendations - March 2019

1812-C.1997

**COMPANY:** Shanti Educational Initiatives Ltd

**PRODUCT:** Shanti Juniors

**Claim Objected To:**

“The most Preferred Pre School.”

**CCC RECOMMENDATION ON RE-EXAMINATION: 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 requested for an extension of seven days to submit their response. The advertiser was granted an extension of nine days to the standard lead time of seven days to submit their reply in response to their request for extension. As the advertiser's response was not received by the extended due date, the matter was examined by the CCC on the basis of the materials available then and the complaint was Upheld as the claim, “The most Preferred Pre School”, was not substantiated with any verifiable comparative data or market survey data of the advertiser's school and other preschools, or through a third-party validation. The claim was 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.4 and I.5 of the ASCI Code. On receiving the CCC recommendation, the advertiser reverted with documents to support their claim. As claim support data, the advertiser provided copies of two Trade Mark certificates issued by the Registrar of Trade Marks, wherein the caption (claim in dispute), “The most preferred pre-school” was registered as a trademark in class 35 and class 16. Based on the additional details provided, the advertiser was offered a free re-examination of the complaint. The claim support data provided by the advertiser was reviewed by the technical expert of ASCI. The CCC viewed the print advertisement and considered the Advertiser's response for Re-examination as well as the opinion of the Technical expert presented at the meeting.

The CCC observed that the advertisement was in reference to a pre-school, wherein the advertiser had registered the trademark “The Most Preferred Pre-School” under Class 35 and Class 16 as per the Nice Classification. A closer perusal of the Nice Classification revealed that Class 35 pertains to Advertising, Business Management, Business Administration and Office Functions. While, Class 16 pertains to paper and cardboard, printed matter, bookbinding material, photographs, stationery and office requisites except furniture, Adhesives for stationery or household purposes, drawing materials for artists, paintbrushes, instructional and teaching materials, plastic sheets, films and bags for wrapping and packaging, printers' type and printing blocks. The CCC observed that while the Advertiser has been granted use of the Trade Mark “The Most Preferred Pre-School”, the same is for Class 35 and 16; whereas the Advertiser is using the said trade-mark for a different purpose, to promote its Pre-School.

As per the Nice Classification, the trademark ought to have been registered under Class 41 as a pre-school is classified as an education service. Usage of any Trade-mark should be for the specific goods or services for which it is granted, as per the Nice Classification. Any usage beyond the Class for which it is registered, does not provide it with the right to claim that it is a registered trade mark of the entity for the said service. The CCC also observed a discrepancy that the advertiser has used the TM sign against the words 'The Most Preferred Pre-School' in the advertisement, which indicates that it is an applied for Trade-Mark, and not a registered Trade-Mark of the advertiser for the purpose of using it for the Pre-School as a registered Trade Mark is indicated by an R in a circle. The CCC therefore was of the opinion that use of the trademark “The Most Preferred Pre-School” in the advertisement registered under Class 35 and 16 and presenting it as an applied for Trade Mark, is misleading and also not in accordance with the applicable law in force. Based on this assessment, the CCC concluded that the claim, “The most Preferred Pre School” was inadequately





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substantiated, and is misleading by ambiguity and implication. 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.4, I.5 as well as III.4 of the ASCI Code. **The earlier decision of complaint being upheld stands on Re-examination.**

**1902-C.2521**

**COMPANY:** Woee.in

**Complaint:**

This advertisement is done by company named WOOE.IN by saying they will provide 100% CASHBACK without TnC. This complaint is regarding, a company name woee this is the company selling the test series for student appearing for competitive exam, it is looting a serious aspirants like me, by sending mail and advertising on site as they will give us 100% cashback after purchasing their test series, but after I have purchased there test series they simply telling that they have transferred my money to their woee wallet and it will be only returned when I will advertise about their website to another 300 students to register themselves on this site and then only it will return my money, this is so misleading to students without any TnC on their site. As per the earlier email, I am attaching some good screen shot of Woee.in website, hope so that this issue will be clear. And such fraud company stop this thing and should mentioned such conditions on their Website in TnC, if they have this as company policy.”

**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 website advertisement (<https://www.wooe.in>) and observed that it was promoting a package scheme for various competitive exams for ME, CE, EC, EE, CS, IN and PI. The website also advertised that on the purchase of any package a person would win Rs. 1 lakh in cash. On buying the package, a person would be given 100% cashback after 24 hours. The CCC observed that the advertisement did not contain any disclaimer for terms or conditions for the 100% cashback scheme. The CCC also noted the grievances of the complainant that he was denied the 100% cashback on purchase of the test series, which would be given only after he refers the advertiser’s website to 300 students for their registration with the advertiser. Upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim offer, “Purchase package now and get 100% cashback after 24 Hr”, is false and misleading by omission that it is subject to terms and conditions. The claim is 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.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





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1902-C.2448

COMPANY: Al Career Academy

**Claims Objected To:**

1. Golden opportunity to join Military & Police
2. Join to get guaranteed success

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the concerned Media (Lokmat Media Private Limited) 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 claims, “Golden opportunity to join Military & Police” and “Join to get guaranteed success”, were not substantiated with supporting evidence of students who were successfully placed in the military and police sector, on completion of their training by the advertiser’s academy. 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**.

1902-C.2458

COMPANY: Aayam Career Institute

**Claims Objected To:**

1. Best institute for the preparation of AIIMS/ NEET.
2. More than 100 selections in NEET 2018 in Govt. Medical College.
3. Highest percentage from any Institute of Central India.

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, “Best institute for the preparation of AIIMS/ NEET.” was not substantiated with any market survey data, or with verifiable comparative data of the advertiser’s coaching institute and similar coaching institutes in Central India, to prove that it is better than the others in providing training for students for AIIMS / NEET, or through an independent third party validation.

Claim, “More than 100 selections in NEET 2018 in Govt. Medical College.” was not substantiated with a detailed list of students who were selected through their Institute in Government Medical Colleges, with their contact details for verification, enrolment forms and admission appointment letters, nor any independent audit or verification certificate. Claim, “Highest percentage from any Institute of Central India.” was not substantiated with support data or evidence of comparison with other similar coaching institutes to prove that the advertiser’s coaching institute has secured the highest percentage in NEET 2018. The claims are misleading by exaggeration and implication, 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**.





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1902-C.2460

COMPANY: Safety Officer Training Academy (SOTA)

**Claim Objected To:**

“India’s No.1 Safety Training Centre”

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 Safety Training Centre.”, was not substantiated with verifiable comparative data of the advertiser’s safety training centre and other similar training centers in India, to prove that it is in leadership position (No.1) in providing safety training courses, 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**.

1902-C.2463

COMPANY: Pragnya IAS Academy

**Claim Objected To:**

“India’s Best IAS Coaching Centre.”

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 was made on the basis of the various facilities and guidance that they offer their students at their institute. The advertiser further asserted that they have the best experienced faculty, and are the only institute that provide prelims special practice questions, online live streaming with recorded sessions of lectures for the students who have joined their offline classes. They conduct a daily class on newspaper analysis, weekly mock tests, prelims and main test series. Students who have joined for only optional subjects are provided prelims and main test series without any extra fees. They also provide interactive sessions with in-service IAS/IPS officers and Retired IAS/IPS officers. 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. The advertiser did not submit any evidence of due diligence done by them for arriving at the claim nor any list of other prominent IAS coaching classes to conclusively prove their claim. In the absence of claim support data, the CCC concluded that the claim, “India’s Best IAS Coaching Centre.”, was not substantiated with any verifiable comparative data of the advertiser’s coaching institute and other IAS coaching institutes in India, to prove that they are better than the others, 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**.





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1902-C.2464

COMPANY: K2 Learning Resources Pvt Ltd

PRODUCT: Career Utsav (K2 Learning)

**Claims Objected To:**

“India's Biggest Educational Event.”

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's institute conducted a workshop and seminar in mid December 2018 inviting IPU and 2PUC students to witness the said event on Psychometric Test & Counselling, Media & Design, Mocks exams & discussion session. 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 Biggest Educational Event”, was not substantiated with verifiable comparative data to prove that the educational event conducted by the advertiser's institute was the biggest in India compared to other similar educational events, 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**.

1902-C.2465

COMPANY: Chennai Public School

**Claims Objected To:**

1. Education National Excellence Awards- Best Educational Initiative
2. World's Greatest Brands- Asia & GCC by URS and PWC

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 asserted that the claims are made on the basis of the awards received by Education National Excellence Awards for Best Educational Initiative, and the award by AsiaOne based on the survey conducted by URS and PricewaterhouseCoopers for The World's greatest Brands & Leaders 2017-18. Advertiser provided a copy of the awards certificate and photographs of the award function. 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 the Technical expert presented at the meeting.

Claim – “Education National Excellence Awards- Best Educational Initiative” – Advertiser stated that Associated Chambers of Commerce and Industry of India honoured the advertiser's school with Education National Excellence Awards for the Best Educational initiatives in 'School serving social cause' category in February 2016. Advertiser provided a link for the award details ([www.assochem.org/www.theconcern.in](http://www.assochem.org/www.theconcern.in)), Relevant references on 'Award Categories 2016', 'Best Educational Initiative', 'Best PRE School (1)', 'Best Use of Innovation in Teaching Pedagogy', and Advertiser's filled in Registration Form. The CCC observed that there were no details provided for the basis of granting the award, nor the composition of the jury, if such a jury was formed for the process of evaluation. Moreover, the award granted to advertiser's school was made three years ago and has since been superseded by the Awards in 2017 and 2018. Advertiser also 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,





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names of other similar institutes that were part of the survey and outcome of the survey. Based on this assessment, the CCC concluded that the claim, “Education National Excellence Awards- Best Educational Initiative”, was inadequately substantiated and is misleading by ambiguity and omission to mention the source for 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. This complaint was **UPHELD**.

Claim- “World's Greatest Brands- Asia & GCC by URS and PWC” – Advertiser provided a copy of the Brand Survey Form and copy of Survey Selection Mail. The CCC observed that the award was granted to the advertiser’s school through a survey conducted on consumers and industry by United Research Services, and the process was reviewed by PricewaterhouseCoopers, and was presented in May 2018 in Dubai. However, there was no information on the basis of the award or the methodology followed to obtain this information from consumers and industry. Advertiser also 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.

Based on this observation, the CCC concluded that the claim, “World's Greatest Brands - Asia & GCC by URS and PWC”, was inadequately substantiated, and is misleading by exaggeration and omission to mention the source for 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. This complaint was **UPHELD**.

**1902-C.2469**

**COMPANY:** Gian Jyoti Institute of Management & Technology

**Claims Objected To:**

1. Nationally ranked best institute
2. Best in campus 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, which they did not avail, but submitted their written response. Advertiser stated that their intention was not to misguide the students. The Advertiser’s institutions have institute has been offering programs from pre-school to PhD level for the last four decades. The Advertiser admitted to not adding a disclaimer referring to the source for the claims. The Advertiser asserted that the claims were made on the basis of the ranking given by the publication to the institute. The CCC viewed the print advertisement and considered the advertiser’s response. The CCC observed that the advertisement was for the advertiser’s global school and institute of management and technology.

Claim — “Nationally ranked best institute” – As claim support data, the Advertiser provided copies of the relevant pages of the Publications for the rankings claimed. The CCC observed that the advertiser’s institute was Ranked 74 in

2015 amongst India’s Best B-Schools (Outlook Magazine of October 5, 2015 issue), advertiser’s institute was rated in the first position in the Best B-Schools Survey 2016 (Business India of December 5-18 2016 issue), for 2017 they were Ranked at 113 amongst 200 B-Schools (India Today of November 11 2017 issue), advertiser’s institute showed four stars ratings in Punjab amongst India’s Best B-Schools 2017 (Career Connect of February 2017 issue) and in the Top Best Colleges for Placements, they were listed in the 18<sup>th</sup> position in the Engineering category (Career Connect of May 2017). There was no ranking data shown for 2018. Based on these observations, the CCC concluded that the claim, “Nationally ranked best institute” was inadequately substantiated with supporting data for the ranking claimed, and is misleading by ambiguity, and is likely to lead to grave or widespread disappointment in the minds of consumers.

Claim – “Best in campus placement” – As claim support data, the Advertiser provided an excel sheet of MBA Placement record , giving list of companies where students were placed with the salary packages offered to the





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students for the years 2015-2017, 2016-2018 and 2017-2019.–The CCC did not consider the excel sheet as an authentic and credible, verifiable claim support document to show the placements achieved by their students. The data was also not validated by a third party certification. The CCC concluded that the claim, “Best in campus placement” was inadequately ~~not~~ substantiated with authentic supporting data such as detailed list of students who have been placed through their Institute as MBA graduates 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. The advertiser also did not substantiate the claim 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 campus placement, or through an independent third-party validation. The claim is misleading by ambiguity 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 CCC noted that the advertiser was willing to comply with ASCI’s CCC recommendations.

**1902-C.2470**

**COMPANY:** Gyanodaya Classes

**Claim Objected To:**

“Best coaching institute for open board”

**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 coaching institute for open board”, was not substantiated with market survey data, or with verifiable comparative data of the advertiser’s classes and other similar classes, to prove that they are better than the rest in providing coaching for the open board exams, 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**.





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1902-C.2471

COMPANY: Mothers Public School

**Claims Objected To:**

1. No. 1 day boarding school of Odisha 2018 -awarded by confederation of Odisha Public Schools
2. No.1 CBSE School in India for 2018-19 for Academics reputation by Education Today

**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. Advertiser stated that the claims were based on the awards received by their institute from Confederation of Odisha Public Schools and Education Today. The Advertiser provided a copy of the communication from the concerned awarding bodies inviting the advertiser to receive the award, copy of award certificates, and photograph of the award functions.

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 response. The CCC observed that the advertiser's institute was awarded the certificate by Confederation of Odisha Public Schools for being the Best Day Boarding School of Odisha for 2018, and by Education Today (India School Merit Awards) for the institute being India's Top CBSE School Parameter Wise and Ranked No.1 Academic Reputation. However, the advertiser did not provide the 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.

Based on these observations, the CCC concluded that the claims, "No. 1 day boarding school of Odisha 2018", and "No.1 CBSE School in India for 2018-19" were inadequately substantiated. The claims were not qualified to mention the source and date of research. The claims are misleading by omission, 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**.

1902-C.2477

COMPANY: MMW Education Centre

**Claim Objected To:**

"India's best popular institute for preparation of one day 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, "India's best popular institute for preparation of one day exams", was not substantiated with any market survey data, or with verifiable comparative data of the advertiser's institute and other similar institutes in India, to prove that their institute is better than the rest in providing coaching for SSC, Bank, Railway and other one day exams, 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**.





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1902-C.2481

COMPANY: Jeevan Engineers Academy

**Claim Objected To:**

“Best coaching for EC, EE, CS & ME”

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 coaching for EC, EE, CS & ME”, was not substantiated with any market survey data, or with verifiable comparative data of the advertiser’s institute and similar institutes, to prove that they are better than the others in providing coaching for the claimed 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 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**.

1902-C.2518

COMPANY: Everlove Cosmetics and Beauty Care Pvt Ltd

PRODUCT: Baali Ayurvedic Herbal Hair Oil

**Claims Objected to:**

1. 100% herbal, No side-effects
2. Dermatologist approved
3. 22 Ayurvedic Herbs

**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 Everlove Cosmetics and Beauty Care. 2. Ref. to claim 2, we would also like to quote ASCI’s decision Hope Ayurvedic Medicines Pvt. Ltd of Aug-Sept 2018. CCC concluded that the claim – “Patented medicine by Government of India was not substantiated with supporting evidence of Government of India having granted patent for their Ayurvedic medicine, and hence is misleading. 3. Ref. to claim 3, we would also like to quote ASCI’s decision regarding Dabur India Limited (Dabur Vatika Shampoo) in the month of July 2018. CCC concluded that the claim – “Isme hai heena, shikakai, amla jaise sattposhan ki natural Shakti”, “Jo banaye baalon ko problem free” was inadequately substantiated. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. Similar claim is made in this advt. 4. Actress- Sonali Bendre appears on the packaging of the product. 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. Can the advertiser show evidence that the Actress Sonali Bendre 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”





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### 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 observed that it was promoting an ayurvedic herbal oil for hair problems. Claims - "100% herbal" and "22 Ayurvedic Herbs" - advertiser did not provide product specific details such as copy of Product approval license, product label/pack artwork, Product composition details, and evidence of presence of 22 herbal / ayurvedic ingredients in the product, in support of the claims. The CCC concluded that the claims, "100% herbal" and "22 Ayurvedic Herbs", were not substantiated and are misleading by exaggeration.

Claim - "No Side Effects" – Advertiser did not provide data regarding safety of the product. The said claim was not substantiated with evidence of product safety, and is misleading by exaggeration.

Claim, "Dermatologist approved" - CCC observed that the advertiser did not provide any market survey data conducted amongst Dermatologists of the advertiser's product for the product's approval amongst Dermatologists. The claim is misleading by implication that dermatologists are recommending the product. 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**.

For the objection raised against the pack visual showing photograph of the celebrity (Sonali Bendre), 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, nor any evidence of the consent of the celebrity for the product claims. 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**.

**1902-C.2452**

**COMPANY:** Wonderchef Home Appliances Pvt. Ltd

**PRODUCT:** Wonderchef Nutri-Bot 480ml

#### **Claim objected to:**

"Steel Micro-Filter - to extract the goodness of fresh fruits & veggies"

#### **Complaint:**

"Claims: 1. Steel Micro-Filter - to extract the goodness of fresh fruits & veggies Objections:

1. Reference to claim substantiate with claim support data. The claim support data should not be internal or based on studies commissioned by Wonderchef.
2. How can a bottle claim to extract the goodness of fruits and vegetables? This is grossly misleading. According to us, the advertisement contravenes Chapter 1.1 and 1.4 of ASCI code."

### 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 telecon. The advertiser further requested for an extension of 15 days time to submit a certified test report supporting the said fact. The advertiser was granted an extension of additional four days to the standard lead time of seven days in response to their request for extension. Advertiser stated that the advertised product is a vacuum flask that helps maintain the





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temperature of the liquid stored in it. If certain fruits and/or veggies are put in the water filled in the flask for some hours, the advertised product helps extract the goodness of the fruits and/or vegetables mixed in the water. A consumer is then able to drink this the healthy infused water, which uses micro filters to filter out pieces of such added fruits/vegetables, without any disturbance. Subsequently, as claim support data, the advertiser provided certificate of analysis, and a third party lab test report that compared the amount of different components present in water in their product (Nutri-Bot) flask at temperature 6 degree Celsius to 9 degree Celsius and that in a plain stainless steel bottle when stored at room temperature of 24 to 29 degrees Celsius. The claim support data was examined by the technical expert of ASCI. The CCC viewed the website/internet advertisement (<https://www.wonderchef.com/bakeware/bottles-flasks/bottles/wonderchef-nutri-bot-silver.html>) and considered the Advertiser's response as well as the opinion of Technical expert. Advertiser did not provide the rationale behind the difference in the infusion rate of the advertiser's product vs a stainless-steel container. The tests conducted inferred that the temperature, pressure, size and number of slices and the dimensions of the containers were similar but the infusion components quantities were different. Additionally, the tests did not indicate the amount of times the test was repeated. Conditions were not clear as it showed that the material put in container at 6C but the infusion temperature across 9 hours varied from 24 to 29 C. The tests were not controlled at fixed temperatures. The claimed benefit was for the Steel Micro-Filter of the advertiser's product. The claim is misleading per se - the filter does nothing or facilitate anything to extract anything into the water i.e material infused from, for instance, cucumber or strawberry. The filter's function is to prevent the solids from getting into the mouth while drinking the water infused with fruits and/or vegetables. There was no scientific explanation provided as to why the infusion rate was different in the Nutri-Bot Vs stainless steel container. The CCC members also believed that the difference in the quantities of the components could be more due to the effect of higher temperature resulting in their loss. Based on this assessment, the CCC concluded that the claim, "Steel Micro-Filter - to extract the goodness of fresh fruits & veggies", was inadequately substantiated, and is misleading by ambiguity. The claim is likely to lead to grave or widespread disappointment in the minds of consumers. The website advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

**1902-C.2516**

**COMPANY:** Elite Overseas Education Consultant

**Claims objected to:**

1. Full day Practice
2. Expert Coaching Faculty
3. Free IELTS coaching

**Complaint:**

1. Reference to claims 1, 2 and 3 please substantiate with claim support data. The claim support data should not be internal or based on studies commissioned by Elite Overseas.
2. Ref. to claim 2, we would like to quote ASCI's decision regarding the complaint of Law Prep Tutorial in the month of April 2018. The claim, "India's best classroom coaching program" was not substantiated with any verifiable comparative data of the advertiser's institute and similar institutes to prove that their classroom coaching program is better than the rest, or through an independent third party validation. The claim was misleading by exaggeration. Similar claim is made in this advt.
3. Ref. to claim 3, is it free for all? Please substantiate. We would like to quote ASCI's decision regarding the complaint of "Bhanwar Rathore Design Studio" in the month of November 2018. CCC concluded that the Claims, "If your coaching institute gives more results compared to BRDS then we will give you Free Lifetime Education for Design College in India", and "If you are not satisfied with your current coaching institute then you can join Free Lifetime Coaching in Bhanwar Rathore DesignStudio", were not substantiated with verifiable comparative data of the advertiser's institute and other similar institutes to prove that they are better than others in giving more results through their coaching in Design and Architecture or that the advertiser has provided free lifetime coaching to any students. According to us, the advertisement contravenes Chapter 1.1 and 1.4 of ASCI code and Guidelines for Advertising of Educational Institutions and Programs"





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### 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 observed that it was promoting a coaching class preparing students for the IELTS exams.

Claim - "Full day Practice" - the CCC observed that the advertiser's institute may be providing a full day practice course for the students attempting the IELTS exam. In the absence of any contrary data provided by the complainant, indicating any basis of the claim being misleading, the claim, "Full day Practice", was not considered to be objectionable. This complaint was **NOT UPHELD**.

Claim - "Expert Coaching Faculty" - the CCC observed that the said claim is not comparative in nature and not objectionable in the absence of any contrary data provided by the complainant. This complaint was **NOT UPHELD**.

Claim - "Free IELTS Coaching" - the CCC observed that the advertiser's institute offers IELTS coaching along with overseas consulting. The CCC also noted that the word 'Free\*' in the claim was qualified via disclaimer to mention that conditions apply. In the absence of any comments or response from the advertiser, the CCC concluded that the claim, "Free IELTS coaching", was not substantiated with any verifiable supporting data to prove that the advertiser offers free IELTS coaching to students, nor did the advertiser provide any terms and conditions that were applicable for the free coaching claimed. The claim is misleading by ambiguity 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. This complaint was **UPHELD**.

**1902-C.2573**

**COMPANY:** Ashok & Co. – Pan Bahar Ltd

**PRODUCT:** Pan Bahar Crystal

#### **Claims objected to:**

1. World first pan masala whose ingredients are still a trade secret
2. Chewing Pan Masala can be injurious to health

#### **Complaint:**

1. Reference to claim 1, we would like to quote ASCI decision regarding Opulentus Overseas Careers Pvt Ltd in August-Sept 2018: The advertisement's claim, "World's No. 1 Visa and Immigration Company", was not substantiated with any third party validation or comparative data of the advertiser's institute and other immigration consultants in the world, to prove its leadership position (No.1). It's an absolute claim not backed with evidence, is misleading by exaggeration. Similar claim is made in the current advertisement.

2. Reference to claim 2, the advertisement also carries a statutory warning. If the product is free of tobacco and nicotine and freely advertised why is the warning necessary? Please substantiate if there are other harmful ingredients or formulations in the product. 3. We would like to quote ASCI decision regarding Officer's Choice Blue Snacks on January 2019, wherein based on the sales data provided by the advertiser, the CCC concluded that the advertisements are surrogate advertisements for promotion of a liquor product – Officer's Choice Blue. The advertisements are 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 advertisements 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





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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**. Is the current advertisement a surrogate for the tobacco product? Can the advertiser provide suitable data to prove it otherwise? According to us, the advertisement contravenes Chapter 1.1 and 1.4 of ASCI code and Guidelines for Qualification of Brand Extension Product or Service and thereby contravened Chapter III.6 (a). 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. 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 heard the Radio advertisement (in Gujarathi) and observed that it was promoting Pan Bahar crystal masala. The advertiser did not submit any evidence of due diligence done by them for arriving at the claim nor any list of other prominent pan masala brands to conclusively prove their claim. The CCC therefore concluded that the claim, “World’s first pan masala whose ingredients are still a trade secret”, was not substantiated with any verifiable comparative data worldwide, of the advertiser’s pan masala product and other pan masala products to prove that they were the first whose ingredients are still a trade secret, or through an audited report or third-party validation. The claim “World’s first” is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The radio advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. This complaint was **UPHELD**.

For the statement, “Chewing Pan Masala can be injurious to health”, the CCC observed that the objection raised by the complainant is not valid as the statement is a statutory requirement mandated by the FSSAI. Furthermore, the complainant had furnished no grounds for stating that the advertisement is a surrogate of a tobacco brand as they did not produce any evidence to that effect. Nevertheless, the CCC recommended that the complainant can directly approach the concerned regulator (COTPA) for this grievance since complaint pertaining to “surrogate advertisement of tobacco products” is not within ASCI’s purview.

However, the CCC observed that disclaimer in the radio advertisement was not played at the same speed as the rest of the advertisement. The advertisement contravened Clause 4 (XI) of the ASCI Guidelines for Disclaimers (“The speed of spoken disclaimers should not exceed 6 syllables per second and its volume should be at the same level as the rest of the audio.”). This complaint was **UPHELD**.





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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)	Claim/S Objected To	Remarks (Clause Applicable)
1	<b>1903C.2525</b> Hashmi Dawakhana/ X-Fire Capsule	1.The Ultimate Energy Capsule For Men...Boost Your Sex Drive With X-Fire Libido Booster Capsules 2. It restores potency and enhances Libido. <a href="http://www.hashmidawakhana.or_g/men-energy-capsule.html">http://www.hashmidawakhana.or_g/men-energy-capsule.html</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule Sexual Impotence-Item No.45, DMR Schedule
2	<b>1903C.2623</b> Hashmi Dawakhana/ Big BXL Capsule	1. Breast Enlargement CapsuleEnlarge your breasts naturally with Big-BXL Capsule! 2. Increase size, shape and firmness of female breasts 3. Uplift your breasts and give you renewed confidence 4. Tone and Refine Breast Contours. <a href="http://www.hashmidawakhana.or_g/breast-enlargementcapsule.html">http://www.hashmidawakhana.or_g/breast-enlargementcapsule.html</a>	Form and structure of the female bust Item No.21-DMR Schedule
3	<b>1903C.2664</b> Hashmi Dawakhana -Cute-B Capsule	1. Breast Reduction Capsule-Get smaller, firmer breasts without expensive surgery! 2. Get the perfect shape of your breast shape <a href="http://www.hashmidawakhana.or_g/breast-reduction-capsule.html">http://www.hashmidawakhana.or_g/breast-reduction-capsule.html</a>	Form and structure of the female bust Item No.21-DMR Schedule
4	<b>1903C.2670</b> Hashmi Dawakhana -Cute-B Cream	1. Breast Reduction Capsule-Get smaller, firmer breasts without expensive surgery! 2. Get the perfect shape of your breast shape <a href="http://www.hashmidawakhana.or_g/breast-reduction-cream.html">http://www.hashmidawakhana.or_g/breast-reduction-cream.html</a>	Form and structure of the female bust Item No.21-DMR Schedule
5	<b>1903C.2676</b> REPL Pharma - Premium Saandhha Oil - Special Packing for UK	1. Improve and enhance erection 2. increase male vigour <a href="https://www.repldradvice.com/ayurvedic/137-saandhha-oilspecial-packing-for-uk.html">https://www.repldradvice.com/ayurvedic/137-saandhha-oilspecial-packing-for-uk.html</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule



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6	<b>1903C.2680</b> REPL Pharma - kamasutram oil	1. The visual on the product pack read imply that the product is meant for the enhancement of sexual pleasure. 2. Intended as an external massage oil to improve and enhance harder erections. <a href="https://www.repldradvice.com/ayurvedic/114-kamsutram-oil.html">https://www.repldradvice.com/ayurvedic/114-kamsutram-oil.html</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
7	<b>1903C.2698</b> REPL Pharma - Vigour 5X	Restore the lost vigour and vitality <a href="http://www.replpharma.com/">http://www.replpharma.com/</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
8	<b>1903C.2736</b> REPL Pharma - breastriim oil	Strengthening, firming up and toning up of breast muscles, resulting in appropriate increase in one's breast size. <a href="https://www.repldradvice.com/homoeopathic/130-breastriimoil.html">https://www.repldradvice.com/homoeopathic/130-breastriimoil.html</a>	Form and structure of the female bust Item No.21-DMR Schedule
9	<b>1903C.2737</b> Charak pharma pvt. ltd. - Addyzoa capsule	Improves sexual desire <a href="https://shop.charak.com/products/healthcare/men/addyzoa-capsule/">https://shop.charak.com/products/healthcare/men/addyzoa-capsule/</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
10	<b>1903C.2738</b> Prince pharma- Madrasi gel	This gives a harder, firmer erection and will allow you to please your sexual partner in a much more fulfilling Way.Specialised Gel for Penis Spray to increase time of orgasm and size of penis to some extent. <a href="http://princepharmaonline.com/princepharma/index.php?page=mad-rasi-gel">http://princepharmaonline.com/princepharma/index.php?page=mad-rasi-gel</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
11	<b>1903C.2739</b> XL gain- Xtrapower	An incredible product for strength, stamina, desire and rock hard erections. Xtra Power Capsules are your No 1 choice if you want to rule in bed. Get the hardest, fullest, strongest and biggest erections, amazingly long timing, increased desire to have more and overall vitality. <a href="https://ayurvedicexpert.com/ayurvedic-medicine-for-erectiledysfunction-ed-treatment/">https://ayurvedicexpert.com/ayurvedic-medicine-for-erectiledysfunction-ed-treatment/</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
12	<b>1903C.2740</b> Sanjeevani booti- sanjeevni booti for cancer	1. Claim on the Product pack implies cure for Cancer. 2. It helps to cure the disease in an effective manner! <a href="http://sanjeevanibooti.org/index.php#">http://sanjeevanibooti.org/index.php#</a>	Cancer -Item no. 6- DMR Schedule



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13	<b>1903C.2741</b> Sanjeevi booti - sanjeevni booti for AIDS	1. Claim on the Product pack implies cure for AIDS. 2. It helps to cure the disease in an effective manner! <a href="http://sanjeevanibooti.org/index.php">http://sanjeevanibooti.org/index.php</a>	AIDS- Rule 6, DMR Act
14	<b>1903C.2742</b> Sanjeevani booti - sanjeevni booti for Asthma	1. Claim on the Product pack implies cure for Asthma. 2. It helps to cure the disease in an effective manner! <a href="http://sanjeevanibooti.org/index.php">http://sanjeevanibooti.org/index.php</a>	Asthma Rule No. 06, DMR Act
15	<b>1903C.2743</b> Sanjeevani booti - sanjeevani booti for Arthritis	1. Claim on the Product pack implies cure for Arthritis. 2. It helps to cure the disease in an effective manner! <a href="http://sanjeevanibooti.org/index.php">http://sanjeevanibooti.org/index.php</a>	Rheumatism - Item No.43, DMR Schedule
16	<b>1903C.2744</b> GM Pharmacy - Jeevan Kaya Kalp Vati	1. Capsules For Stamina medicines that is used for enhancing strength and stamina of the males. 2. The visual in the ad on the product pack read in conjunction with the claim imply that the product is meant for the enhancement of sexual pleasure. <a href="http://gmpharmacy.in/desire.aspx">http://gmpharmacy.in/desire.aspx</a> #	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
17	<b>1903C.2745</b> GM Pharmacy - Kaam Praba medicines	The offered kaam praba medicines are used to enhance the sexual desires of both male as well as female <a href="http://gmpharmacy.in/desire.aspx">http://gmpharmacy.in/desire.aspx</a> #	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
18	<b>1903C.2746</b> Gm Pharmacy - Shakti Vati Male	Shakti Vati (Male) medicine offered by us, is used to enhance the male's performance. The offered medicine helps to regulate proper blood flow and act as a stamina booster for a pleasant sexual encounter. <a href="http://gmpharmacy.in/desire.aspx">http://gmpharmacy.in/desire.aspx</a> #	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
19	<b>1903C.2747</b> Gm Pharmacy - Shakti Vati Female	We are engaged in offering Shakti Vati (Female), which is used by women as a performance booster during sexual encounter. Also, this medicine helps to enhance the sexual desires libido of females <a href="http://gmpharmacy.in/desire.aspx">http://gmpharmacy.in/desire.aspx</a> #	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule



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20	<b>1903C.2748</b> Gm Pharmacy - Sexual desires capsules	We are engaged in offering Sexual Desires Capsule that enhances the volume and intensity to every sexual desires. <a href="http://gmpharmacy.in/desire.aspx#">http://gmpharmacy.in/desire.aspx#</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
21	<b>1903C.2749</b> Gm Pharmacy - Balam Kheera churn	This balam kheera churn is widely used to cure the stone inside the body. <a href="http://gmpharmacy.in/churna.aspx">http://gmpharmacy.in/churna.aspx</a>	Kidney Stones : Item No. 22- DMR Schedule
22	<b>1903C.2750</b> REPL- Emperor Oil	Massage oil for Men for Longer, Stronger and Harder Erection. <a href="https://www.repldradvice.com/ayurvedic/145-repl-emperoroil.html">https://www.repldradvice.com/ayurvedic/145-repl-emperoroil.html</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
23	<b>1903C.2751</b> S. G. Photo Pharma Pvt. LTd. - Boostex forte capsules	A Classical combination of herbo-mineral ingredients, help to boost sexual desire & support performance. Increase the libido. <a href="https://www.sgphyto.com/product/boostex-fortecapsules/">https://www.sgphyto.com/product/boostex-fortecapsules/</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
24	<b>1903C.2752</b> Baidyanath- kaminividra wa ras	It helps in curing male sexual problems such as premature ejaculation, erectile dysfunction, low libido, impotency. <a href="https://www.baidyanath.com/product/kaminividrawan/">https://www.baidyanath.com/product/kaminividrawan/</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule Sexual Impotence-Item No.45, DMR Schedule
25	<b>1903C.2753</b> Baidyanath - Jati Phaladi Bati (Stambhak)	It improves time, stamina and performance during the act. It prevents and delays ejaculation by maintaining the stiffness of the penile tissue for a longer duration. <a href="https://www.baidyanath.com/product/jati-phaladi-bati-stambhak/">https://www.baidyanath.com/product/jati-phaladi-bati-stambhak/</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
26	<b>1903C.2754</b> Sardar Dawakhana research labs - Nights on gold	It is extremely beneficial safe and unparalleled in increasing sexual power and libido. It provides strength and tonicity to the sex organ. It is extremely beneficial for those people who complain of improper and incomplete erection or complain of premature ejaculation, due to which erection is lost. Night on Gold provides tonicity, increases hardness and erection in the sex organ and hence enhances the excitement and joy. <a href="http://sadarlaboratories.com/product/night-on-gold/">http://sadarlaboratories.com/product/night-on-gold/</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule



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27	<b>1903C.2755</b> Deep Ayurveda - Maharasnadi Kwath	It cures Vata disorders like arthritis, infertility. <a href="https://deepayurveda.com/product/maharasnadi-kwath/">https://deepayurveda.com/product/maharasnadi-kwath/</a>	Rheumatism - Item No.43, DMR Schedule Infertility-Sterility in Women Item No.48- DMR Schedule
28	<b>1903C.2756</b> Deep Ayurveda - Vigora-M Herbal Capsule	Vigora-M Herbal Capsule – Male Stamina & Vigor Enhancer. It is purely an herbal formulation to increased strength, sexual stamina, impotency, and lack of libido premature ejaculation and for low sperm counts. <a href="https://deepayurveda.com/product/vigora-m-herbal-capsule/">https://deepayurveda.com/product/vigora-m-herbal-capsule/</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule Sexual Impotence-Item No.45, DMR Schedule
29	<b>1903C.2757</b> Deep Ayurveda- Vajayu herbal capsule	Vigora-M Herbal Capsule – Male Stamina & Vigor Enhancer. It is purely an herbal formulation to increased strength, sexual stamina, impotency, and lack of libido premature ejaculation and for low sperm counts. <a href="https://deepayurveda.com/product/vajayu-herbal-capsule/">https://deepayurveda.com/product/vajayu-herbal-capsule/</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule Sexual Impotence-Item No.45, DMR Schedule
30	<b>1903C.2758</b> Ayussha Naturals - Zing For Fertility and Energy	Zing contains natural herbal ingredients that possess strengthening and aphrodisiac properties, which enhance sexual desire, drive and performance. Emotional stress disrupts the functioning of a key contributor of performance anxiety. Zing stimulates, prevents and manages stress, which is effective in improving libido and performance. <a href="https://ayusya.in/product/zingfor-fertility-and-energy-60capsule/">https://ayusya.in/product/zingfor-fertility-and-energy-60capsule/</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
31	<b>1903C.2759</b> Ambic Ayurved pvt. Ltd.- navroop breast capsule	It inculcates the magic of Ayurveda, which primarily focuses on increasing the Breast Size of Women. Apart from being a Breast Size enhancer, it also provides firmness and proper shape to Women's breasts. <a href="http://shop.ambicayurved.com/navroop-breast-capsule.html">http://shop.ambicayurved.com/navroop-breast-capsule.html</a>	Form and structure of the female bust Item No.21-DMR Schedule
32	<b>1903C.2760</b> Ambic Ayurved pvt. Ltd.- navroop breast cream	It inculcates the magic of Ayurveda, which primarily focuses on increasing the Breast Size of Women. Apart from being a Breast Size enhancer, it also provides firmness and proper shape to Women's breasts. <a href="http://shop.ambicayurved.com/navroop-breast-cream.html">http://shop.ambicayurved.com/navroop-breast-cream.html</a>	Form and structure of the female bust Item No.21-DMR Schedule



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33	<b>1903C.2761</b> Ambic Ayurved Pvt Ltd - Cancer Relief Kit	Video has a claim of cancer cure towards last 10 seconds. <a href="https://ayusya.in/product/reliefkit/">https://ayusya.in/product/reliefkit/</a>	Cancer -Item no. 6- DMR Schedule
34	<b>1903C.2762</b> Vyas Pharmaceuti cals - Mayojem Syrup	Cures rheumatism, mono & asymmetrical arthritis, osteoarthritis, paralysis, gouty arthritis, Spondylarthritis, Child Paralysis. <a href="http://www.vyaspharma.com/syru p_mayojem.html">http://www.vyaspharma.com/syru p_mayojem.html</a>	Rheumatism - Item No.43, DMR Schedule Paralysis: Item no. 39- DMR Schedule
35	<b>1903C.2763</b> Vyas Pharmaceuti cals - Medonil Tablet	Cures obesity especially post menopausal. <a href="http://www.vyaspharma.com/tab medonil.html">http://www.vyaspharma.com/tab medonil.html</a>	Obesity: Item No.38- DMR Schedule
36	<b>1903C.2764</b> S. D. I Herbochem Pvt Ltd. - Xtra ZOSH CAPSULE	1. Power Booster Capsules for Men. 2. The visual on the product pack read in conjunction with the claim imply that the product is meant for the enhancement of sexual pleasure. <a href="http://www.sdhole.com/node/25">http://www.sdhole.com/node/25</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
37	<b>1903C.2765</b> Vimax Personal Health Solution Private Limited - Vimax Pills	Vimax is a powerful and natural herbal male enhancement supplement that helps to increase sexual desire and endurance. Formulated from specially selected herbs found around the world, when taken as recommended Vimax has been shown to improve male sexual performance, helping men achieve stronger and longer lasting erections. <a href="http://www.vimaxpillsindia.com/product/vimax-1-bottel/">http://www.vimaxpillsindia.com/product/vimax-1-bottel/</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
38	<b>1903C.2766</b> Laborate Pharma India Ltd - Labolia Big Beauty	Maintain Beautiful & Toned up Breasts •Increase breast volume and fullness •Increase breast size naturally •Firm and lift sagging breasts <a href="http://www.laboliacosmetics.com/product/38">http://www.laboliacosmetics.com/product/38</a>	Form and structure of the female bust Item No.21-DMR Schedule



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39	<b>1903C.2767</b> Shahi Laboratories Private Limited Breast Fit Capsules	1. For strengthening breast muscle. 2. Breast Firming & development capsule 3. The visual on the product pack & name of the product (Breast Fit Cream) implies that the product is meant for breast enhancement. <a href="http://www.shahilaboratories.com/breast-fit-capsule.html">http://www.shahilaboratories.com/breast-fit-capsule.html</a>	Form and structure of the female bust Item No.21-DMR Schedule
40	<b>1903C.2768</b> Shahi Laboratories Private Limited Breast Fit Cream	1. For strengthening breast muscle. 2. Breast Firming & development capsule 3. The visual on the product pack & name of the product (Breast Fit Capsules) implies that the product is meant for breast enhancement. <a href="http://www.shahilaboratories.com/breast-fit-cream.html">http://www.shahilaboratories.com/breast-fit-cream.html</a>	Form and structure of the female bust Item No.21-DMR Schedule
41	<b>1903C.2769</b> Shahi Laboratories Private Limited Herbal Diabetic Cure Ras	Name of the product on pack (Diabetic Cure Ras) implies that the product is meant to cure diabetes. <a href="http://www.shahilaboratories.com/diabetic-cure-ras.html">http://www.shahilaboratories.com/diabetic-cure-ras.html</a>	Diabetes -Item no- 9 DMR Schedule
42	<b>1903. C 2770</b> Shahi Laboratories Private Limited Nawabe Shahi Goli	1. Extra Power Booster 2. The visual on the product pack read in conjunction with the claim imply that the product is meant for the enhancement of sexual pleasure. <a href="http://www.shahilaboratories.com/nawabe-shahi-goli.html">http://www.shahilaboratories.com/nawabe-shahi-goli.html</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
43	<b>1903C.2771</b> Shahi Laboratories Private Limited Asawa Power Capsule	1. Sexual Power Booster 2. Name of the product read in conjunction with the claim imply that the product is meant for the enhancement of sexual pleasure. <a href="http://www.shahilaboratories.com/asawa-power-capsule.html">http://www.shahilaboratories.com/asawa-power-capsule.html</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
44	<b>1903C.2772</b> AdilaBiotech - Adinorm Tablet	Adinorm Tablets are highly recommended by physicians as herbal cure for diabetes. <a href="http://www.adilabiotech.in/adinorm-tablets/">http://www.adilabiotech.in/adinorm-tablets/</a>	Diabetes -Item no- 9 DMR Schedule
45	<b>1903C.2773</b> Dr Asma Herbals - C. B. T Body Toner Capsule	Increase size of breast along with toning the shape / strength of the breast <a href="http://www.asmaherbals.co.in/breast-enlargement-medicines.html">http://www.asmaherbals.co.in/breast-enlargement-medicines.html</a>	Form and structure of the female bust Item No.21-DMR Schedule



HONESTY



DECENCY



RESPONSIBILITY



FAIRNESS

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46	<b>1903C.2774</b> Dr Asma Herbals - Commando Oil	To cure sexual impotency <a href="http://www.asmaherbals.co.in/sex-ual-rejuvenator.htm">http://www.asmaherbals.co.in/sex-ual-rejuvenator.htm</a>	Sexual Impotence-Item No.45, DMR Schedule
47	<b>1903C.2775</b> Dr Asma Herbals - Commando Breast Cream	Used for under developed breast and loose hanging breast. <a href="http://www.asmaherbals.co.in/breast-enlargement-medicines.html">http://www.asmaherbals.co.in/breast-enlargement-medicines.html</a>	Form and structure of the female bust Item No.21-DMR Schedule
48	<b>1903C.2776</b> Orison Pharma International - Kamini Josh Capsules	Kaminijosh capsules are designed to allow you to have stronger erections and more pleasurable sex. It supports your overall health and balances the hormones while preventing the common problems that men face generally when they age. The boost in libido enhances the sex drive which is the result of increased blood flow to the genital area. Moreover, it helps you get to the very next round after you finish the first one. <a href="https://www.opigroup.org/brand/kamini-josh-capsules/">https://www.opigroup.org/brand/kamini-josh-capsules/</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
49	<b>1903C.2777</b> Medikom Healthcare - 18 + Power Course	Increase Male Sex Power, Stamina. <a href="http://medikomhealthcare.com/for-indian-customers/">http://medikomhealthcare.com/for-indian-customers/</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
50	<b>1903C.2778</b> Medikom Healthcare - Breast 36 course	Breast 36 course - increase your breast size. <a href="http://medikomhealthcare.com/breast-36-course-indian/">http://medikomhealthcare.com/breast-36-course-indian/</a>	Form and structure of the female bust Item No.21-DMR Schedule
51	<b>1903C.2779</b> Medikom Healthcare - Height-X	Increase Height <a href="http://medikomhealthcare.com/height-x-course-indian/">http://medikomhealthcare.com/height-x-course-indian/</a>	Stature of Person-Item No. 47- DMR Schedule
52	<b>1903C.2780</b> Medikom Healthcare - Super Power Course	1. Prolong your performance 2. Boost your stamina, Give hardcore erection to your Penis. 3. Improve your libido 4. Increase your strength and stamina <a href="http://medikomhealthcare.com/product/super-power/">http://medikomhealthcare.com/product/super-power/</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule



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53	<b>1903C.2781</b> Adi Herbal - ICL Dibatags X Gold Capsules	1. Sexual Energy Activators 2. Male Performance Enhancers Helps in controlling the blood sugar 3. Cures Erectile Dysfunction <a href="https://www.adiherbal.com/fordiabetes/dibatags_x_gold_capsule">https://www.adiherbal.com/fordiabetes/dibatags_x_gold_capsule</a> <a href="https://www.adiherbal.com/forsexual-wellness/energises%20high_power_Oil">s and energises%20 high power Oil</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
54	<b>1903C.2782</b> Adi Herbal Energises High Power Oil	1. Improves and enhances erection 2. Increase male vigour. <a href="https://www.adiherbal.com/forsexual-wellness/energises-highpower-oil">https://www.adiherbal.com/forsexual-wellness/energises-highpower-oil</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
55	<b>1903C.2783</b> Dr Taj - XXL Cream	1. XXL Cream enlarges your penis size and increase tightness in penis 2. The visual on the product packaging read in conjunction with the claim objected to implies that the product is meant for the enhancement of sexual pleasure <a href="http://www.drtaaj.in/buykit.php?u=k&amp;y=1">http://www.drtaaj.in/buykit.php?u=k&amp;y=1</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
56	<b>1903C.2784</b> Dr Taj - Honeymoon Chatni	1.To increase your sexual weakness and longer, stronger erection 2.Increases the Physical Stamina 3.Last Longer in bed 4.Full Erection to make more pleasurable 5.Sexual Problem Treatment <a href="http://www.drtaaj.in/buykit.php?u=k&amp;y=2">http://www.drtaaj.in/buykit.php?u=k&amp;y=2</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
57	<b>1903C.2785</b> Dr Taj - S.S. Oil	1.Increase Sex Power and intercourse Time, No Side effect 2.Increase Your Sexual Power 3.Increase Penetration Timing 4.Harder and Stronger Erection 5. Sexual Problem Treatment 6. The visual on the product packaging read in conjunction with the claim objected to implies that the product is meant for the enhancement of sexual pleasure. <a href="http://www.drtaaj.in/buykit.php?u=k&amp;y=3">http://www.drtaaj.in/buykit.php?u=k&amp;y=3</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
58	<b>1903C.2786</b> Rex Remedies Ltd. - Jauhar Khusia	Improves the libido <a href="http://rexremedies.com/males.htm">http://rexremedies.com/males.htm</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule





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59	<b>1903C.2787</b> Rex Remedies Ltd. - Majoon Salab	Removes the impotency, increases the sexual vigour. Pleasant increase of sexual force may be felt after regular use for 3-4 weeks <a href="http://rexremedies.com/males.htm">http://rexremedies.com/males.htm</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule Sexual Impotence-Item No.45, DMR Schedule
60	<b>1903C.2788</b> Rex Remedies Ltd. - Goli Nawab Ali Shah	Increases the power of erection. The ingredients of this tablet nourishes the sexual organs and consequently increases the production of semen, prolongs the mating period and provides extra sexual <a href="http://rexremedies.com/males.htm">http://rexremedies.com/males.htm</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
61	<b>1903C.2789</b> Rex Remedies Ltd. - Habbe Mumsik	Strong appropdisiac, Reproduces the sexual power and Youthfulness. It is a gift for those who are eager to increase the mating period. Unparalleled for retention and sexual act. Provides extra sexual pleasure to both partners <a href="http://rexremedies.com/males.htm">http://rexremedies.com/males.htm</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
62	<b>1903C.2790</b> Rex Remedies Ltd. - Majoon Arad Khurma	Increases the sexual desire <a href="http://rexremedies.com/males.htm">http://rexremedies.com/males.htm</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
63	<b>1903C.2791</b> Rex Remedies Ltd. - Majoon Mumsik Muqavvi	It cures impotency and sexual debility <a href="http://rexremedies.com/males.htm">http://rexremedies.com/males.htm</a>	Sexual Impotence-Item No.45, DMR Schedule
64	<b>1903C.2792</b> Rex Remedies Ltd. - Farbah	Enhances the energy and stamina of the male. The main use of this medicine is to improve the length and diameter of penis. <a href="http://rexremedies.com/males.htm">http://rexremedies.com/males.htm</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
65	<b>1903C.2794</b> REPL Pharma - Cobra Oil	Strengthening, firming up and toning up of breast muscles, resulting in appropriate increase in one's breast size. <a href="https://www.repldradvice.com/cobra-oil/180-cobra-oil.html">https://www.repldradvice.com/cobra-oil/180-cobra-oil.html</a>	Form and structure of the female bust Item No.21-DMR Schedule



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66	<b>1903C.2795</b> Ayurvedic Expert (- XTL Plus™ Penis Enlargement Capsules	The product name (XTL Plus™ Penis Enlargement Capsules) imply that the product is meant for the enhancement of sexual pleasure. The best rated penis enlargement pills in India. Proven results, completely safe and 100% natural product for men. Gives you bigger, fuller, longer erections with intense orgasms. <a href="https://ayurvedicexpert.com/product/extra-large-penis-enlargementcapsules/">https://ayurvedicexpert.com/product/extra-large-penis-enlargementcapsules/</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
67	<b>1903C.2796</b> REPL - Tatkal Capsule	It also gives harder erection <a href="https://www.repldradvice.com/ayurvedic/177-tatkal-capsule.html">https://www.repldradvice.com/ayurvedic/177-tatkal-capsule.html</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
68	<b>1903C.2797</b> Sardar Dawakhana Research Labs - Habb-e-Qavi	It is aphrodisiac and tonic for nerves. It is very effective for those who suffer from conditions like premature ejaculation due vesical weakness. Its use prior to intercourse proves to be avaricious and increases the retention power which enhances the sexual excitement. It not only stimulates the sex organ but also provides strength and hence increases the sexual power. <a href="http://sadarlaboratories.com/product/habb-e-qavi/">http://sadarlaboratories.com/product/habb-e-qavi/</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
69	<b>1903C.2798</b> Kunnath Pharmaceuti cal - Musli Power XTra	These capsules will give your sex life the boost it needs. The key ingredient, Safed Musli, is a popular herbal aphrodisiac. It increases sexual abilities and helps solve low sperm count and libido problems. When it comes to increasing sexual power and sperm count, ashwagandha works like magic. <a href="http://www.muslipowerxtra.com/shop/new/musli-power-x-tra-60capsule-pack">http://www.muslipowerxtra.com/shop/new/musli-power-x-tra-60capsule-pack</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
70	<b>1903C.2799</b> Dr Asma Herbals - Commando capsule	1. It increases the power and stamina in men and gives them new vigor. 2. The visual on the product pack read in conjunction with the claim imply that the product is meant for the enhancement of sexual pleasure. <a href="http://www.asmaherbals.co.in/sexual-rejuvenator.html">http://www.asmaherbals.co.in/sexual-rejuvenator.html</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule



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1901-C.2288

COMPANY: Red Chillies Entertainments Pvt. Ltd.

**Complaint:**

Zero advt published in Dainik Jagran on dated 25 Dec 2018 showing 4 star by Hindustan...Zero advt published in Hindustan on dated 25 Dec 2018 showing 2.5 star by Hindustan

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser – film production and distribution company (Red Chillies Entertainment) 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 - promo (Dainik Jagran of December 2018) promoting the Hindi movie 'Zero' showing star ratings given by various publications for the movie. The CCC also viewed the review article of the movie 'Zero' published in Hindustan (in December 2018). On reviewing the same, the CCC observed that the print advertisement – promo claimed 4 star ratings by Hindustan, whereas the review article showed 2.5 stars by Hindustan. Based on this observation and in the absence of comments from the advertiser, the CCC concluded that the advertisement – promo claiming "4 stars by Hindustan" for the movie 'Zero' was false and misleading by misrepresentation of facts and exaggeration. The advertisement - promo contravened Chapters I.1 and I.4 of the ASCI Code. The complaint was **UPHELD**.

1901-C.2340

COMPANY: Baba Nutrition Centre

**Claim Objected To:**

"World's No. 1 Weight Management Programme.

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, "World's No. 1 Weight Management Programme", was not substantiated with any verifiable comparative data of the advertiser's weight management program and other similar weight management programs worldwide, to prove that it is better than all the rest in providing the weight management, 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 Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1902-C.2483

COMPANY: J. Sons Merchant Navy Institute

**Claims Objected To:**





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“100% 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 in obtaining jobs in Navy military force on completion of their training, 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**.

**1902-C.2524**

**COMPANY:** Alternative Learning Systems

**Claims Objected To:**

“India's largest IAS coaching 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 the claim, “India's Largest IAS Coaching Network”, was not substantiated with any verifiable comparative data of the advertiser’s institute and other similar institutes in India, to prove that their IAS coaching network is larger than the rest in providing IAS coaching, or through a 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**.

**1902-C.2529**

**COMPANY:** Sri Chaitanya Techno School

**Claims Objected To:**

1. The leader in IIT-JEE & NEET
2. Awarded Asia's greatest brand of educational institutions group

**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





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the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “The leader in IIT-JEE & NEET”, was not substantiated with any verifiable comparative data of the advertiser’s school and other similar schools, to prove that they are leaders as compared to others in providing IIT-JEE and NEET courses, and is misleading by exaggeration. Claim, “Awarded Asia's greatest brand of educational institutions group”, 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 of disclaimer to qualify the same.

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**.

**1902-C.2530**

**COMPANY:** Scius Systems Pvt Ltd-Champions Talent

**Claims Objected To:**

1. India's biggest National Talent Search
2. Participate & win. Prizes & scholarship upto 18 crores

**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 advertisement was for a Champions Talent 2018 contest organised by the advertiser’s institute for students from Class IV to XII for participation in various school activities. The Advertiser did not provide any support data or evidence of comparison with other similar institutes to prove that the National Talent contest organised by them was the biggest compared to that conducted by other institutes in India. The CCC concluded that the claim, “India's biggest National Talent Search”, was not substantiated and is misleading by exaggeration. Advertiser also did not provide any details regarding the modality of the contest (details of the contest, process followed, details of winners etc.) The CCC noted that the advertisement is misrepresentation of facts, and is misleading by omission of the date of execution, date of announcements of winners of the contest, and that it is subject to terms and conditions. The advertiser has not stated clearly all material conditions so as to enable the students to obtain a true and fair view of their prospects in such activities. The claim, “Participate & win. Prizes & scholarship upto 18 crores”, was not substantiated, 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, I.5 and I.5 (f) of the ASCI Code. The complaint was **UPHELD**.

**1902-C.2533**

**COMPANY:** International Institute of Hotel Management

**Claim Objected To:**

“Asia's largest hotel 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. 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





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the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “Asia's largest hotel school chain”, was not substantiated with any verifiable comparative data of the advertiser’s hotel school chain and other similar institutes having hotel school chain in Asia, to prove that they are larger 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 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**.

**1902-C.2540**

**COMPANY:** Ivy Elite Institute of Orthopaedics & Joint Replacement

### **Claims Objected To:**

1. Limca Book of Records - Performed the Most (438) Joint Replacement Surgeries in 1 month,
2. Performed the Most (140) Joint Replacement Surgeries in 1 week,
3. Performed the Most (1001) Joint Replacement Surgeries in Least Time (84 Days) 4) performed the most (3017) Joint Replacement surgeries in 1 Year.

**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 based on the certificates awarded by Limca Book of Records. As claim support data, the advertiser provided copies of the award certificates. The CCC viewed the print advertisement and considered the Advertiser’s response. The CCC observed that the Limca awards were given to the advertiser (individual) for - (1) performing the most joint replacements in a month (438 minimally invasive, computer-navigated, joint replacement surgeries) from June 1-30 2015 in a single hospital single surgeon series, (2) performing the most 140 minimally invasive, computer navigated joint replacement surgeries in seven days from June 1-7 2015 in a single hospital single surgeon series, (3) performing 1001 joint replacement surgeries, in the least time (84 days from March 1 – May 23 2015) in a single centre single surgeon series, (4) performing 3017 successful joint replacement surgeries (from Jan 1, 2015 to Dec 31, 2015). However, each of these certificates had a disclaimer indicating that grant of the certificate does not necessarily denote an entry into Limca Book of records. The CCC considered this disclaimer to be contradictory to the claims. The CCC expressed concern over the authenticity and credibility of the awarding body - “Limca awards”, in making claims about medical procedures, or whether they followed a process to ascertain that these were indeed record breaking achievements through general search or only compared to other claimants who recorded their data with Limca book of records. Given the seriousness of medical claims being made the CCC deem it important to have further authentication of claims made. Furthermore, the Advertiser did not provide any logistics details, nor details of the process as to how the awarding body (Limca) arrived at the conclusion or assessed the medical treatment to be considered acceptable for Limca award qualification. Furthermore, the treatment procedure was performed by a team of doctors and was not done by a single doctor (Dr. Manuj Wadhwa) as implied in the advertisement. The CCC did not consider the claim of a single individual operating on claimed 438, 140, 1001, and 3017 patients in the claimed time periods to be realistic, which was not substantiated. The advertiser also did not provide details of the professional qualification for Dr. Manuj Wadhwa referred in the advertisement nor any evidence of him being a qualified medical professional. The CCC also considered the 2015 data submitted to be outdated for the claims made in 2018. Based on these observations and several discrepancies, the CCC concluded that the claims, “Limca Book of Records - Performed the Most (438) Joint Replacement Surgeries in 1 month”, “Performed the Most (140) Joint Replacement Surgeries in 1 week”, “Performed the Most (1001) Joint Replacement Surgeries in Least Time (84 Days)”, and “Performed the Most (3017) Joint Replacement surgeries in 1 Year”, were inadequately substantiated. 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.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





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**1902-C.2576**

**COMPANY:** AHA Safety Gas India-Aanya Inc

**Claims Objected To:**

1. Guarantee that the gas that comes for 30 days can be used up to 40 days.
2. 20% savings

**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 TVC (in Kannada) and observed that the advertiser did not provide any comparative technical tests reports conducted on the gas safety device for the claimed advantages of gas saving in real use conditions versus gas consumption pattern without the gas safety device. In the absence of any comments or response from the advertiser, the CCC concluded that the claims (in Kannada), as translated in English, "Guarantee that the gas that comes for 30 days can be used up to 40 days", and "20% savings", were not substantiated 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**.

**1902-C.2519**

**COMPANY:** N. Ranga Rao & Sons

**PRODUCT:** Cycle Sandalum Agarbatti

**Claims objected to:**

1. With the power of PFIS.
2. Fragranced by Patented Technology to ensure total fragrance diffusion
3. One stick of Cycle Sandalum has the power of two

**Complaint:**

Objection:

1. Reference to claims 1, 2 and 3 please substantiate with claim support data. The claim support data should not be internal or based on studies commissioned by Cycle. 2. Ref. to claim 1, what is PFIS? Is this specific to the brand? Please substantiate. 3. Ref. to claim 2, we would like to quote an ASCI decision regarding an advertisement Marico Ltd. (Saffola Gold) in the month of August- September 2018. The CCC concluded that the claim, "Saffola Gold has Losorb Technology which ensures up to 20% less oil absorption in food, as compared to other leading cooking oils" was inadequately substantiated as the advertiser is making a specific quantitative claim for test done only on one food item, and not for variety of fried foods that are commonly cooked at home. The claim is misleading by omission. Similar claim is made in this advertisement. 4. Ref. to claim 3, we would like to quote an ASCI decision regarding an advertisement of Hindustan Unilever Ltd (Surf Excel Matic Liquid) in the month of January 2018. CCC concluded that the claim "Get two times more power with Surf Excel Matic Liquid" was substantiated against advertiser's own products.

It does not specify in the advertisement what the product is being compared to and was misleading by omission of disclaimer to mention the basis of comparison. Similar claim is made in this advertisement. According to us, the advertisement contravenes Chapter 1.1 and 1.4 of ASCI code.





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### 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 requested for an extension of time to submit their response. The advertiser was granted an extension of four days to the standard lead time of seven days to submit their reply in response to their request for extension. The claim support data was reviewed by the technical expert of ASCI. The CCC viewed the product packaging and considered the Advertiser's response as well as the opinion of Technical expert presented at the meeting. Claims – "With the power of PFIS" and "Fragranced by Patented Technology to ensure total fragrance diffusion" - In response to this objection, the advertiser stated that PFIS is an acronym for Pure Fragrance Infusion System developed in-house, coined to indicate the patented uniform coating technology, which has been registered under trademark registration. They have also been granted a patent for "Perfume dip coating machine for Agarbathies/incense Sticks" by the Patent registry, under the Patents Act 1970. This technology enables uniform application of perfume on raw bathies, so that all Agarbathies soak in the aromatic materials uniformly and none of the sticks are left being partly infused with the aromatic materials. As claim support data, the Advertiser provided copy of patent details and trademark registration certificate. The CCC observed that PFIS is a patented system of infusing the aromatic components into the stick by a dip coating method. Based on the advertiser's response with the supporting data provided, the CCC did not consider the claims, "With the power of PFIS", and "Fragranced by Patented Technology to ensure total fragrance diffusion", to be objectionable. This complaint was **NOT UPHELD**.

Claim – "One stick of Cycle Sandalum has the power of two" – Advertiser submitted that this claim was based on the research findings of a consumer research conducted in December 2018 on a sample size of 20 married women respondents belonging to SEC B households, who are regular users of agarbathies, for comparison of the strength of Cycle Sandalum Agarbathies with locally available agarbathies (2 sticks of local agarbathi and 1 stick of Cycle). The results showed that the strength was assigned at a median value of 9.2 on a scale of 0-10 by the respondents in the case of one stick of Cycle Sandalum as against the median value of 7.8 assigned by the same respondents as regards two sticks of the competitor product. Advertiser provided a copy of product label and test report for Cycle Sandalum Agarbathies. The CCC observed that the sample size of the study was not adequate to arrive at a statistically significant and reproducible test results. Furthermore, the test was a user study and not an expert panel study. Even though the tests showed that the Cycle brand one stick was qualitatively better than two sticks of the ordinary brand, in terms of user perception, the above two limitations cannot allow a "power of two" claim. Based on this assessment, the CCC concluded that the product packaging claim, "One stick of Cycle Sandalum has the power of two", was inadequately substantiated and is misleading by exaggeration, and contravened Chapters I.1 and I.4 of the ASCI Code. This complaint was **UPHELD**.

**1902-C.2544**

**COMPANY:** Preethi Kitchen Appliances Pvt Ltd.

**PRODUCT:** Preethi BluFlame Valentino

#### **Claims objected to:**

1. The toughest glass top Gas Stove
2. Heat soaked glasses with Life time warranty
3. Saves up to 5 days cooking gas

#### **Complaint:**

Our objections:

1. Please substantiate claims 1, 2 and 3 with claim support data. The claim support data should not be internal or based on studies commissioned by Preethi Kitchen Appliances Pvt Ltd.





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2. Ref. to claim 1, we would like to quote an ASCI decision regarding an advertisement of Marico Ltd (Livon Hair Serum) in the month of January 2018. CCC concluded that the claim “Best Hair Serum” was not substantiated with verifiable comparative product test data of the advertiser’s product and other competitor products and the claim is misleading by exaggeration and implication. And these numerical claims were considered to be misleading by implication that the claim holds against other competitor products and by omission of mention of the basis of comparison. Similar claim is made in this advertisement.

3. Ref. to claim 3, we would like to quote an ASCI decision regarding an advertisement of Rajdhani Cables (Rajdhani Wires & Cables) in the month of July 2018. CCC concluded that the claim “Saves up to 30% electricity” was not substantiated and is misleading by exaggeration and implication that the product outperforms other wires & cables. The claim is likely to lead to grave or widespread disappointment in the minds of consumers. Similar claim is made in this advertisement.

According to us, the advertisement contravenes Chapter 1.1, 1.2 and 1.4 of ASCI code.

### 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 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 Technical expert presented at the meeting.

Claim – “The toughest glass top Gas Stove” – Advertiser stated that the claim was based on a test conducted by an independent third party laboratory on Gas Stove Glass of the advertiser’s product (Preethi BluFlame Valentino) and four other competitor models. The results indicated that Preethi BluFlame Valentino had the highest bend strength and surface compressive strength compared to other models. As claim support data, the advertiser provided a copy of the said test report.

Claim - “Heat soaked glasses with Life Time Warranty” – In response to this objection, the advertiser stated that the product is constructed using Heat Soak Test Toughened Glass manufactured by Saint-Gobain. This glass is a toughened glass heated upto approximately 290 degree Celsius for a period of time as specified by the European standard of PN-EN 12150-1. The advertiser provides a Life Time Warranty on the glass to their customers. The advertiser provided a copy of communication from their supplier (Saint-Gobain), and a copy of their product warranty card. Based on the advertiser’s response with the supporting data provided, the CCC concluded that the claims, “The toughest glass top Gas Stove” and “Heat soaked glasses with Life Time Warranty”, were substantiated. This complaint was **NOT UPHELD**.

Claim – “Saves up to 5 days cooking gas” – Advertiser stated that the claim was based on Water Boiling Efficiency tests conducted according to the IS: 4246-2002 comparing Preethi BluFlame Valentino with four top selling leading brands in the Gas Stove category. The tests verified that every burner of Preethi BluFlame Valentino had highest thermal efficiency compared to similar burners of competitor models, and consumed the least gas among the tested models. Advertiser provided a copy of the Water Boiling Efficiency Test Report in support of the claim.

The CCC observed that water boiling test done at IIT Madras showed that the Preethi burners had efficiency ranging from 70-73%.

The CCC also noted that Star Rating List for Domestic Gas Stove by Bureau of Energy Efficiency showed 171 LPG stoves and their efficiencies. There are two burner stoves with efficiencies of 70-72% which are similar to Preethi stoves. There is a three burner stove with an efficiency of 69.79%. The CCC was of the opinion that the assumption in the calculation is three months of usage of a LPG cylinder or four cylinders per year. This will depend on the amount of cooking and not based on water boiling test results.

Based on Preethi’s stove efficiency (71.3%) number of days cylinder will last is additional 1.3 days not 5. In case the normal cooking done is more in the household and a cylinder lasts 30 days (12 cylinders a year) the saving is less than a day. Hence the advertiser could claim better efficiencies or saving of gas but not a specific numerical value of five days LPG saving and that too without referring to the test conditions.





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Based on this assessment, the CCC concluded that the claim, “Saves up to 5 days cooking gas”, was false and is misleading by ambiguity, and 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. This complaint was **UPHELD**.

**1902-C.2537**

**COMPANY:** Hindustan Unilever Ltd

**PRODUCT:** Rin Bar

**Claim objected to:**

“Rin se mile ek jhatke me zabardast chamak”. (Rin gives amazing shine in one go)

**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 Hindustan Unilever.
2. Disclaimer does not mention the source and date of the tests conducted.
3. Disclaimer also states that the product is effective only on selected fabrics, which is misleading by omission.
4. Ref. to Claim 1, we would like to quote ASCI's Decision regarding Cosmos Online Pvt. Ltd. (Gizmobaba Laser power grow comb), Complaint Number 1805-C.430, claiming With consistent use, most users start seeing benefits in 16 weeks (Based on clinical studies). According to ASCI, the claims were not substantiated. The claims are misleading and likely to lead to grave or widespread disappointment in the minds of consumers. Similar claims are made in this advt.
5. Is the effect shown in the advt. due to the use of Rin Bar or is it Photoshopped? It is not mentioned that it is Creative Visualization.

According to us, the advertisement contravenes Chapter 1.1, 1.2 and 1.4 of ASCI Code and the Guidelines for Disclaimers.

**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 submitted their response and as ASCI had no additional queries with the advertiser's submission, a personal meeting with the advertiser was not required. Advertiser in their response stated that the claim was based on a performance test carried out by an independent testing center on the ability of Rin Detergent Bar to maintain / improve the fabrics whiteness / brightness along with the core benefit of soil removal, using only one stroke of the bar on the soiled fabric. The test results indicated that on the tested fabrics types (which represented the most common fabrics worn in India), with the use of Rin Bar, showed significantly better, and same level in the brightness / whiteness over the original whiteness in a single rub / stroke of the product. As claim support data, the Advertiser provided 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 Technical expert presented at the meeting.

The CCC observed that the advertiser provided a test report, in which sample cloth strips were soiled in a standard manner and then detergent was applied in one stroke followed by washing by hand and then rinsing and drying. The whiteness was measured by an instrument, for the washed sample as well as the pre-washed cloth. The test reports indicated that in the polyester the whiteness was not altered significantly by the wash, whereas for PolyCotton and Cotton there was substantial increase in the whiteness. Based on this observation, the test report in support of the claim submitted was acceptable by the CCC. The CCC concluded that the claim, “Rin se mile ek jhatke mein zabardast chamak” was substantiated and qualified with a disclaimer. This complaint was **NOT UPHELD**.

As for the objection raised against the disclaimer stating that the product is effective only on selected fabrics, the CCC observed that the disclaimer states that only certain types of fabrics were tested. This objection was not considered to be valid, as the advertiser has tested the fabrics that are majorly used in India. This complaint was **NOT UPHELD**.





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1902-C.2572

COMPANY: Waves Wellness

PRODUCT: iBrow 3D Eyebrow enhancement

**Claims objected to:**

1. Get your dream eyebrows instantly with India's 1st brand of 3D eyebrow enhancement services.
2. An innovation of Waves Wellness "a trusted brand in dermatology and cosmetology since more than 7 years.

**Complaint:**

1. Please substantiate claims 1-2 with independent claim support data. The claim support data should not be internal or based on studies commissioned by Waves Wellness. 2. Ref. to claim 1, we would like to quote ASCI's decision regarding "Singhania University" in Aug-Sept 2018, complaint no. 1808-C.1136, claiming that it is 'India's first innovative industrial training based placement oriented education' and 'India's first innovative competitive exams focused integrated curriculum'. According to ASCI, the claims were not substantiated with any verifiable comparative data to prove that they are pioneers in providing innovative training / exams. The claims are misleading by exaggeration. Similar claim is made in this advt. 3. Ref. to claim 2, we would like to quote ASCI's decision regarding 'Amar Products India (Collegian Cream)' in January 2018, complaint no. 1801C.1926, claiming that it is "Trusted since 1954".

According to ASCI, the claim 'was not substantiated with supporting evidence or any independent audit or verification certificate, and is misleading by exaggeration'. Similar claim is made in this advt. According to us, the advertisement contravenes Chapter 1.1, 1.2 and 1.4 of ASCI Code.

**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 multiple telecons, and submitted their written response. The CCC viewed the print advertisement and considered the advertiser's response.

Claim - "Get your dream eyebrows instantly with India's 1st brand of 3D eyebrow enhancement services" – In response to this objection, the advertiser stated that they have applied for trademark for ibrow brand for microblading services, training, material and equipment. Further, as per the advertiser, there are no other trademark brands in India providing eyebrow services.

The CCC did not agree with the advertiser's arguments and observed that there are many other brands / clinics in existence prior to advertiser's brand, offering permanent eye brow shaping services.

(<https://www.metamorphosis-clinic.com/laser-treatments/permanent-eyebrow-shaping/>,

<https://theagelessclinic.com/eyebrow-revival-thinning-eyebrow-treatment>

As such, the advertiser's brand – ibrow is not the India's 1<sup>st</sup> eyebrow brand for eyebrow enhancement services. Based on this observation, the CCC concluded that the claim, "...with India's 1st brand of 3D eyebrow enhancement services", was false and misleading by exaggeration. The advertisement contravened Chapters I.1 and I.4 of the ASCI Code. This complaint was **UPHELD**.

Claim – "An innovation of Waves Wellness "a trusted brand in dermatology and cosmetology since more than 7 years" - In response to this objection, the advertiser referred to the data (<https://g.co/kgs/5QGv31> and [www.facebook.com/WavesWellness](https://www.facebook.com/WavesWellness)) and asserted that the claim of 'trusted' was based on the recommendations and reviews of Waves Wellness on Google and Facebook, by their customers over the past several years.

Advertiser further stated that they were awarded with Times Health Icon award in February 2018.

For the claim of 'more than 7 years', the advertiser stated that their clinic has been registered under the Shop Act licence in August 2012. The CCC observed that the Shop Act licence submitted by the advertiser showed that the advertiser's clinic was registered on 3<sup>rd</sup> August 2012.





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The CCC concluded that in absence of any grounds for objections from the complainant, the claim of “trusted name in dermatology and cosmetology since more than 7 years”, was not objectionable. This complaint was **NOT UPHELD**.

**1901-C.2343**

**COMPANY:** Goyal Clinic

**Claim Objected To:**

“Treats Piles in one dose.”

(Implies cure for Piles in one dose)

**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 treatment procedure, nor any details regarding the medicines for treatment of Piles, 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 (in Hindi) “*Bavaseer ka ek pudiya mein illaaz*” (“Treats Piles in one dose.”) was not substantiated with supporting clinical evidence, and is misleading by gross exaggeration. The claim implying cure for Piles in one dose 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**.

**1901-C.2403**

**COMPANY:** Zydus Wellness

**PRODUCT:** Sugar Free Green Veda

**Claims Objected To:**

1. One of a kind Ayurvedic sweet drops.
2. Made from stevia leaf which packs the goodness of Ayurveda

**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 product specific details such as composition / licence / pack artwork, nor any relevant extracts of ayurvedic references from Classical Books. In the absence of comments from the advertiser, the CCC concluded that the claims, “One of a kind Ayurvedic sweet drops” and “Made from stevia leaf which packs the goodness of Ayurveda”, were not substantiated, and are misleading by exaggeration. The advertisement contravened Chapters I.1 and I.4 of the ASCI Code. The complaint was **UPHELD**.





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1902-C.2574

**COMPANY:** Gujarat Cooperative Milk Marketing Federation Ltd

**PRODUCT:** Amul

**Claims Objected to:**

1. Only Amul ghee means a promise of purity
2. Only Amul Ghee is 100% pure, is a promise of 36 lakhs farmers

**Complaint:**

1. Please substantiate claims 1 and 2 with claim support data. The claim support data should not be internal or based on studies commissioned by Anand Milk Producers Union Limited.

2. Ref. to claim 1, we would like to quote the decision by ASCI regarding Amar Products India (Collegian Cream) in January 2019 (reference no '1801-C.1926), which claimed, "No other cream compared to this cream which is beneficial for everyone? And "There cannot be better cream than this? Were not substantiated with any verifiable comparative data of the advertiser's product and other competitor products. The claims are misleading by exaggeration and implication that the advertiser's product is the most effective product over all other competitor products. Similar claim is made in this advt.

According to us, the advertisement contravenes Chapter 1.1, 1.2 and 1.4 of ASCI code and Guidelines for Advertising Food and Beverages.

**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 observed that the advertiser did not provide product specific details such as composition / licence / pack artwork, or quote any technical or consumer research results comparing amul ghee and other ghee products in the market. In the absence of comments from the advertiser, the CCC concluded that the claims (in Gujarathi) as translated in English, "**Only** Amul ghee means a promise of purity" and "**Only** Amul Ghee is 100% pure, is a promise of 36 lakhs farmers", stating that "only" Amul is 100% pure and implying that other ghee brands are not, were not substantiated with comparative data of the advertiser's product and other ghee products. The claims are misleading by implication. The advertisement contravened Chapters I.1 and .4 of the ASCI Code. The complaint was **UPHELD**.





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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)	Claim/S Objected To	Remarks (Clause Applicable)
1	<b>1903C.2793</b> Ayurvedic Expert (Rajshah healthcare pvt. Ltd) - Premature Ejaculation Treatment Package	A safe and effective treatment which helps to increase your duration of sexual intercourse. <a href="https://ayurvedicexpert.com/product/ayurvedic-prematureejaculation-package/">https://ayurvedicexpert.com/product/ayurvedic-prematureejaculation-package/</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
2	<b>1903C.2828</b> Teqtis India - Bariffa-X	1. Cures all types of sexual problems. 2.Helps to cure Sexual debilitation, Lack of sexual desire, Inability to become aroused 3. Increase sex time and gives complete satisfaction. <a href="https://www.teqtis.in/product/bariffa-xhomeopathicampules-best-toppowerfulayurvedichomoeopathicomoeopathytreatmentmedicinefor-ed-erectiledysfunction-dhatugupt-rog-ling-kikamjori-kamzorimardana-taattakat-purush-lingko-lamb-kaisekare-hasthmathunsex-tonic-gharelunuskhe-ka-ilajupchar-dava-dawaformula-sex-powershigharpatan-earlydischarge-in-hindimarathi-punjabigujrati-telugutamilbangali-bengalienglish-shilajitginseng-waitingprice-1">https://www.teqtis.in/product/bariffa-xhomeopathicampules-best-toppowerfulayurvedichomoeopathicomoeopathytreatmentmedicinefor-ed-erectiledysfunction-dhatugupt-rog-ling-kikamjori-kamzorimardana-taattakat-purush-lingko-lamb-kaisekare-hasthmathunsex-tonic-gharelunuskhe-ka-ilajupchar-dava-dawaformula-sex-powershigharpatan-earlydischarge-in-hindimarathi-punjabigujrati-telugutamilbangali-bengalienglish-shilajitginseng-waitingprice-1</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
3	<b>1903C.2829</b> Paul PharmacyParas Gold Capsule	Increase Stamina and Strength, Highly Beneficial In Poor Erection, Premature Ejaculation, Decreased Sexual Desire, Etc. <a href="http://paulpharmacy.com/products.html">http://paulpharmacy.com/products.html</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
4	<b>1903C.2830</b> Paul Pharmacy-Paras Tilla	Increase Stamina and Strength, Highly Beneficial In Poor Erection, Premature Ejaculation, Decreased Sexual Desire, Etc. <a href="http://paulpharmacy.com/products.html">http://paulpharmacy.com/products.html</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule
5	<b>1903C.2826</b> K R Ayurvedic	1. effective for sugar 2.Can Live without medicine after having it for 3 months 3. All diseases related to sugar will be completely cured	Diabetes-Item No. 9- DMR Schedule





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6	1903C.2831 REPL Pharma - Hypower Musli Capsule	To increase libido <a href="http://www.replpharma.com/">http://www.replpharma.com/</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule Sexual Impotence-Item No.45, DMR Schedule
7	1903C.2832 Hashmi Dawakhana -Cute-B Cream	1. Reduce over sized breasts naturally 2. Tightening and lifting their breasts <a href="http://www.hashmidawakhana.org/breast-reductioncream.html">http://www.hashmidawakhana.org/breast-reductioncream.html</a>	Form and structure of the female bust Item No.21- DMR Schedule

1902-C.2517

COMPANY: Lenovo India Pvt. Ltd

PRODUCT: IdeaPad 520

**Complaint:**

“This is on Lenovo's portal. It clearly mentions that the Ideapad 520 has certain items included in the price as part of the box. When one clicks on whats included in the box, Office home and student 2016 finds a mention as part of the box. The product itself mentions on the box the orange sticker Includes office home and student 2016. However after purchasing the product, to my complete surprise, when I commenced use of the laptop, Microsoft asks for a key, stating that the trial version is only available for 30 days, post which one needs to buy a product licence key. This is misleading by omission on the website by Lenovo and Microsoft.”

Link: <https://www.lenovo.com/in/en/laptops/ideapad/ideapad-500-series/Ideapad-520-15-Intel/p/88IP5000868>

**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 requesting for the contact details and order details of the complainant. The advertiser assured that Model 81BF00AWIN – IdeaPad 520 i5 Win 10 8GB 2TB HDD (Iron Grey) comes with a perpetual license of Office H&S 2016. As the complainant was agreeable for an informal resolution option, on her permission, her contact details were shared with the advertiser. The advertiser did not find the customer contact details (email Id & Mobile number) in their system. The complainant was asked by ASCI as well as the advertiser to provide the machine Serial number and Invoice copy to investigate the issue. However, the complainant did not furnish the requested details. The complaint was processed further wherein the advertiser was granted an extension of four days to the standard lead time of seven days to submit their reply in response to their request for a week’s extension. The advertiser was asked to provide verifiable evidence of customers who had availed the free Microsoft Office Package. The CCC noted that no response with the required data was received from the advertiser by the extended due date.

The CCC viewed the website advertisement (<https://www.lenovo.com/in/en/laptops/ideapad/ideapad-500series/Ideapad-520-15-Intel/p/88IP5000868>) and considered the complaint details and the advertiser’s reply. The CCC observed that the complainant had purchased the same model that, according to the advertiser came with a





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perpetual license of Office H&S 2016. Yet, the complainant was asked for a product license key and was told that the Microsoft Office version of the Complainant's product was a trial version. Further, the advertiser also failed to provide evidence of other customers who had availed of this package where the perpetual Microsoft Office Package came with the advertised product.

Based on this observation, the CCC concluded that the advertised product - Model 81BF00AWIN – IdeaPad 520 i5 Win 10 8GB 2TB HDD (Iron Grey) claiming "Whats included in the box –..., Office H&S 2016," was not substantiated, and is misleading by omission of the conditions to avail this perpetual license. The offer is likely to lead to grave or widespread disappointment in the minds of customers / consumers. The website advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

**1903-C.2681**

**COMPANY:** Tata Motors Ltd

**PRODUCT:** Tata Motors

**Complaint:**

The advertisement has been released by Tata Motors/its dealer in the Eenadu newspaper in Andhra Pradesh on 09.02.2019. It mentions a caption "Going Swift is not safe for your family" and also has a clear image of a Maruti Suzuki Swift car in the background. The image of the Maruti Suzuki Swift in the background read along with the caption creates a disparaging image of the Swift car and misleads the customer regarding its safety. It also questions the authenticity of the government agencies that issue the homologation certificates to the vehicle before it can be sold to be customers. The advertisement is in strict violation of the ASCI code including but not limited to the Clause 1.4 of Chapter I and clause 4.1 (d) and (e) of Chapter 4 of the Code of Self-regulation of Advertising content in India and strict action should be taken against the advertisers. The advertisement should be withdrawn with clarification to the customers in the same newspaper as the one in which the advertisement was printed and a written apology should be issued to Maruti Suzuki India Limited for disparaging its brand and misusing its products. Furthermore, by using the name and image of the MSIL vehicle without MSIL's prior consent, the intellectual property of MSIL has also been infringed.

**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 requesting for additional seven days to submit their written response. The Advertiser stated that the claim would be investigated internally and subsequently requested for an extension to submit their response. Since the advertiser is required to have the claim substantiation readily available prior to publishing any advertisement and moreover, complaints have to be processed in a time bound manner as per the CCC procedure, given the nature of the advertisement, the advertiser's request for an extension was declined.

The CCC viewed the print advertisement and observed that the advertisement displayed the advertiser's car (Tata Nexon) with the caption "TATA NEXON – INDIA'S SAFEST CAR. Going Swift is not safe for your family" and showed an image of another four wheeler car in the background, implying to be Maruti Suzuki Swift car. This clearly indicates an undue comparison being made between the two vehicles. The advertiser did not provide any substantiation for their Tata Nexon being the safest among all different cars in India.

Based on this observation, the CCC concluded that the comparison made regarding the safety of the vehicle in the advertisement via claim "TATA NEXON – INDIA'S SAFEST CAR. Going Swift is not safe for your family" was not factual and was not substantiated, and there is likelihood of the consumer being misled as a result of comparison. The claim is misleading by exaggeration and implication, and is likely to lead to grave or widespread disappointment in the minds of consumers. The reference made to 'Swift' in the caption, "Going Swift is not safe for your family", when seen in conjunction with the picture of Maruti Swift car, unfairly denigrated another vehicle in the four wheeler





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category directly. The print advertisement contravened Chapters I.1, I.4, IV.1 c, d, e of the ASCI Code. The complaint was **UPHELD**.

**1903-C.2807**

**COMPANY:** Swasthya- Super Speciality hospital

**Complaint:**

Doing FREE SURGICAL & HEALTH CHECKUP camp in the Name of Trust, although they are private entity with Profit motive. They are basically Super-speciality Hospital run for profit, advertising as Charitable Trust which is wrong representation as well as to cheat the poor in "PLANNED SCAM". In name of Free Health check-up camp. Ref their website also: <http://swasthyasuperspeciality.com/>

**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 Ad – promotional material and observed that the advertisement promoted a free surgical and health check-up camp in the name of Swasthya Charitable Trust. The bottom of the advertisement mentions Swasthya Super Speciality Hospital. Upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the trust may be running the hospital and the health check-up camp, however the advertiser did not provide evidence of the institution being a trust. The status of the Super-speciality Hospital advertising as “Charitable Trust”, was not substantiated with supporting evidence and is a misrepresentation. Such claim is likely to lead to grave or widespread disappointment in the minds of consumers. The Ad – promotional material contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

**1901-C.2232**

**COMPANY:** Raj Krupa Institute of Nursing

**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 verifiable authentic supporting data such as detailed list of students who have been placed through their Institute as nurses in the Healthcare 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**.





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1902-C.2398

COMPANY: Drona Group of Institution

**Claims Objected To:**

1. 100% Placement
2. 100% scholarship for SC, ST, OBC and Minority

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 electricians and fitters 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% scholarship for SC, ST, OBC and Minority", was not substantiated with supporting evidence of 100% scholarships availed by any of their students belonging to SC, ST, OBC and Minority groups, financial provision made by the institute to grant such scholarship, and was misleading by ambiguity and omission of information regarding the amount of scholarship and the total number of scholarships being offered and the criteria used for the same.

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**.

1902-C.2553

COMPANY: Angels Advanced Clinic Pvt Ltd

**Claims Objected To:**

1. Hair regrowth is possible
2. Control hair fall with Growth Factor and get thick hair
3. Visuals in the advertisement implies cure for baldness

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 details of their treatment procedure for hair regrowth nor robust clinical data on statistically significant number of their patients to prove efficacy of their treatment. In the absence of comments from the advertiser, the CCC concluded that the claims, "Hair regrowth is possible", and "Control hair fall with Growth Factor and get thick hair", were not substantiated with supporting clinical evidence or with treatment efficacy data and are misleading by gross exaggeration. The claims when read in conjunction with the visuals being depicted via images of before and after the treatment showing significant regrowth of hair on bald patches, implying cure for baldness, was grossly misleading, and is likely to lead to grave or widespread disappointment in the minds of consumers. The claim implying baldness cure as a result of the treatment (a condition referred in Schedule J of the Drugs and Cosmetics Act), the advertisement is in Breach of the law as it violated The Drugs & Cosmetics Rule 106. The advertisement contravened Chapters I.1, I.4 and I.5 and III.4 of the ASCI Code. The complaint was **UPHELD**.





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1902-C.2554

COMPANY: Adamas University

**Claims Objected To:**

1. Best Private University- National Education Award 2018
2. Best Private University- Education Excellence Award 2017

**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 asserted that the claims are made on the basis of the award received by their institute from ABP News for being 'Best Private University' at the National Education Awards 2018, award from ASSOCHAM India for being 'Best Private University' of the year 2017, and award from Zee Media. For being 'Best University, Private' at Education Excellence Awards 2017. The Advertiser provided a copy of the awards certificates. 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 provided contact details of the organisers of the awards - ABP News, ASSOCHAM India, and Zee Akash News Pvt. Ltd, and advised ASCI to refer the said query directly to the award giving organizations for details on the survey. The CCC viewed the print advertisement and considered the advertiser's response. Based on the advertiser's response with the supporting awards certificates provided, the CCC concluded that the claims, "Best Private University- National Education Award 2018" and "Best Private University- Education Excellence Award 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 are 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 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**.

1902-C.2555

COMPANY: Baluni Classes

**Claim Objected To:**

"Best institute in North India for providing notable number of selections in Medical and Engineering entrance 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 concluded that the claim, "Best institute in North India for providing notable number of selections in Medical and Engineering entrance exams", was not substantiated with any market survey data, or with verifiable comparative data of the advertiser's classes and similar institutes/classes in North India, to prove that they are better than the rest in providing notable number of selections in Medical and Engineering entrance exams, or through an independent third-party validation. The claim "best institute in North India..." is superlative and 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**.





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1902-C.2556

COMPANY: Narayana Group of School

**Claim Objected To:**

“Asia's largest educational Institution”

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 Largest Educational Institution”, was not substantiated with any verifiable comparative data of the advertiser's educational institute and other similar educational institutions in Asia, to prove that they are larger than the rest, or through a third-party validation. The claim is superlative, 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**.

1902-C.2560

COMPANY: Winner Institute

**Claim Objected To:**

Recognized Institute from Maharashtra giving maximum number of officers with 100% guarantee of SBI, RBI and IBPS

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 all Banking institutes in Maharashtra, to prove that they have given the maximum and guaranteed selection of officers for positions in SBI, RBI and IBPS. In the absence of this data, the CCC concluded that the claim, “Recognized Institute from Maharashtra giving maximum number of officers with 100% guarantee of SBI, RBI and IBPS”, was not substantiated. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The 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**.





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1902-C.2585

COMPANY: First Crop Montessori School

**Claim Objected To:**

“100% Job Assistance”

**Objection**

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 assistance to their students, by placing the trained teachers in CBSE and Montessori schools, 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 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**.

1902-C.2587

COMPANY: ABS Foundation

**Claim Objected To:**

“No.1 Commerce Institute consistently for 9 years”

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 Commerce Institute consistently for 9 years”, was not substantiated with any market survey data, or with verifiable comparative data of the advertiser’s institute and similar commerce institutes, on year on year basis since the last nine years, to prove that it is in leadership position (No.1), in providing the claimed school courses and professional courses, or through an independent third party validation. The source for the claim of being “No.1” 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 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**.





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1903-C.2600

COMPANY: A. R. Hospital and Trauma Center/ A. R. Paramedical Institute and Research Center

**Claim Objected To:**

“100% Campus 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% campus placement”, was not substantiated with authentic supporting data such as detailed list of students who have been recruited through their Institute, contact details of students for verification, enrolment forms, and appointment letters/job offer 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 students. 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**.

1903-C.2615

COMPANY: Jawed Habib Academy

**Claim Objected To:**

100% Placement of All 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 of All batches”, was not substantiated with authentic supporting data specific to all batches conducted by the academy such as detailed list of students who have been placed through their Academy, as Beauticians on completion of the beauty courses offered by the advertiser’s academy, with 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**.





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1903-C.2616

COMPANY: KIIT School of Rural Management

**Claim Objected To:**

100% Placement Record

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 Record", was not substantiated with authentic supporting data such as year on year detailed list of students who have been placed through their Institute in the rural management 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**.

1903-C.2703

COMPANY: Elite Institute of Fashion Design

**Claim Objected To:**

"100% Placement Assistance"

**Objection**

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 in getting jobs in Fashion industry, 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**.





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1903-C.2705

COMPANY: Gangasheel School of Nursing

**Claim Objected To:**

“100% Employment.”

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% Rozgaar” (“100% Employment”) was not substantiated with authentic supporting data such as detailed list of students who were employed through their Institute as nurses in the Healthcare 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 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**.

1903-C.2706

COMPANY: G.D. Goenka International School

**Claim Objected To:**

“Uttarakhand's 1st.”

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 advertisement was in context of being the first school in Uttarakhand under the GD Goenka Group of Schools. The only other GD Goenka School is in Kashipur. Earlier known as Templeton Schools, the school now comes under the GD Goenka School Brand. The CCC viewed the print advertisement and considered the advertiser’s reply which has only assertions about the claim. The CCC did not agree with the advertiser’s argument that the claim was with reference to “GD Goenka Group of schools”. The CCC concluded that the claim, “Uttarakhand’s 1<sup>st</sup>” and its presentation in the print advertisement was misleading ambiguity and implication. The claim 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 CCC noted the advertiser’s willingness to comply with the CCC recommendation.





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1903-C.2708

COMPANY: IITian's Prashikshan Kendra Pvt. Ltd

**Claim Objected To:**

“Get assured success in entrance exams”

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 advertisement was prepared by the Lokmat Team in Marathi who had misinterpreted the translation and used the word “assured” in place of “tremendous”. They further stated that their students who ~~take~~ undergo their 2 years classroom program gain admission in an Engineering college. The CCC viewed the print advertisement and considered the advertiser’s response. The CCC concluded that the claim, “Get assured success in entrance exams”, 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 CCC noted that the advertiser was willing to correct the claim statement.

1903-C.2711

COMPANY: Jadon’s Group of Studies-Jadons IAS

**Claim Objected To:**

“The institute providing highest results since 23 years.”

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, on year on year basis since 23 years, to prove that they have provided highest results in competitive government exams. In the absence of this data, the CCC concluded that the claim, “The institute providing highest results since 23 years”, was not substantiated and is misleading by exaggeration. The claim is likely to lead to grave or widespread disappointment in the minds of students. 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**.





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1903-C.2712

COMPANY: Modi Public School

**Claim Objected To:**

“Best Residential School Award (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 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 Residential School Award (2018-19)”, 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**.

1903-C.2723

COMPANY: Aptech Ltd (\*) - Arena Animation Academy

**Claim Objected To:**

“100% Placement Assistance”.

**Objection**

100% Numerical claim is misleading by implication

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 replied that the advertisement was released by their Franchisee without their consent, and they have issued a notice directing them to withdraw the said advertisement. Advertiser provided a copy of their communication addressed to their Franchisee. The CCC viewed the print advertisement and considered the advertiser’s response. As the advertiser keeps providing the same excuse for complaints against their advertisements regarding placement claims, and has exhausted the option of Informal Resolution (IR) of complaint, IR was declined in this case. 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 CCC noted the advertiser’s response that the said advertisement has been withdrawn.





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1902-C.2532

COMPANY: Ashraya Holistic Medicare

**Claims Objected To:**

1. Reduce weight and fat, without regressive exercises or dieting
2. Reduce weight by 10 to 15 kgs

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 advertisement promoted ayurvedic treatment for weight loss. The advertiser did not provide details of their treatment procedure for weight reduction nor any weight loss data based on rigorous trial on statistically significant number of their patients who achieved the claimed results of 10 to 15 kgs weight reduction without any exercise or dieting regardless of their physiological status. In the absence of claim support data, the CCC concluded that the claims, "Reduce weight and fat, without regressive exercises or dieting", and "Reduce weight by 10 to 15 kgs", were not substantiated with supporting clinical evidence and with treatment efficacy data, and are 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**.

1902-C.2547

COMPANY: AIMIL Pharmaceuticals (I) Ltd

PRODUCT: Lukosin

**Complaint:**

"I have recently come across the use of the official logo of the DRDO bearing the Ministry of Defense symbols in various promotional materials related to a medical product called LUKOSIN marketed and produced by AIMIL Pharmaceuticals (see the website for example <http://www.aimilpharmaceuticals.com/product/lukoskin/>). Their website further claims that DRDO has developed this unique formula called LUKOSIN (see <http://www.aimilpharmaceuticals.com/our-company/collabrations/>).

While it has been widely stated in the press that LUKOSIN was developed by DRDO, there is hardly any publicly available results of studies of its efficacy, safety and its effectiveness. In the current day and age, this is the basic minimum needed for launching new pharmaceutical products into the market even if they are herbal in nature as is the case with LUKOSIN. In the lack of this, it is not appropriate (bordering on illegal and supplying misinformation and hence in violation of advertising standards) if claims are made about the effectiveness of the product in treating Vitiligo.

The issues of concern related to this are as follows:

1. Are there any agreements that allow for use of DRDO's logo on a commercial product marketed by a pharmaceutical company?
2. Despite statements made by the company that DRDO has been involved in developing this "unique formula", there appears to be no peer-reviewed scientific literature or good quality clinical trials that establish the safety and efficacy of this medicine? In the lack of it, how could such a medicine be promoted in the name of DRDO?
3. Given the nature of these issues, I am also sending a copy of this letter/complaint to concerned regulatory bodies as well for their information.

I would much appreciate your view on this matter, as it also concerns the public trust and overall public responsibility of the DRDO and its products."





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### 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. The advertiser stated that their claim is based on an agreement between the Defence Research & Development Organisation (DRDO) and the advertiser. The advertiser stated that access to the studies may be gained by contacting the Director, DRDO Pithoragarh, and Uttarakhand. As claim support data, the advertiser submitted composition details of their product, package label details, and extracts of the agreement between the Defence Research & Development Organisation (DRDO) and the advertiser, and copies of the website advertisement.

The CCC viewed the website advertisement (<http://www.aimilpharmaceuticals.com/product/lukoskin/>) and observed that it is an Ayurvedic product used to treat vitiligo. The website advertisement makes references to the Defence Research and Development Organisation (DRDO) of India, a Government Institution, by claiming “A great research breakthrough from DRDO.....”, “Research Product of Ministry of Defence....” and “Brings revolution in Skin Health Care in association with AIMIL”, “Over 40,000 patients benefitted” etc. The CCC noted that the extract of the agreement between DRDO and AIMIL states that the product will have the following markings – ““Product Developed by DRDO”, or words to this effect”. However, the advertiser has used many other claims contrary to the one suggested in the agreement. The advertiser did not provide any evidence of DRDO having approved the specific product artwork or web-site claims appearing in conjunction with reference to DRDO. Additionally, the website advertisement was also in violation of the AYUSH advisory (dated September 27, 2018) 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 text used in the advertisement in reference to DRDO in the website advertisement is misleading by ambiguity, implication, and exploits consumers’ lack of knowledge and is likely to lead to grave or widespread disappointment in the minds of consumers. The website advertisement contravened Chapters I.4, I.5 and III.4 of the ASCI Code. The complaint was **UPHELD**.

The CCC recommended that for queries pertaining to the quality of the efficacy or safety studies by DRDO, the complainant may approach DRDO directly or approach the Ministry of AYUSH. The CCC noted that the complainant has indicated that he/she is also approaching the concerned regulatory bodies.

**1902-C.2562**

**COMPANY:** Dawakhana Tibbiya College (Dimagheen)

#### **Claims objected to:**

1. It improves concentration and relieves exhaustion.
2. It removes foul breathing and improves digestion
3. Dimagheen is helpful for physically and mentally busy people of all ages

#### **Complaints:**

1. Please substantiate claims 1, 2 and 3 with claim support data. The claim support data should not be internal or based on studies commissioned by Dawakhana- Tibbiya College.
2. We would like to quote an ASCI decision regarding an advertisement of Zenith Nutrition (Ginkgo Biloba Bilberry Lutien) wherein the advertisement was upheld in the month of July 2018. CCC concluded that the claims -Ginkgo biloba shows most promise as a circulatory aid, helping to increase blood flow to the brain which may be useful for memory loss, vertigo, tinnitus, disorientation, headaches, and depression, especially in the elderly and the elderly not responding to antidepressant drugs, and Increasing amounts of evidence show that ginkgo may indeed help to relieve cerebral insufficiency, which is defined as a decrease in blood supply to the brain were inadequately substantiated with clinical evidence of product efficacy, and are misleading by exaggeration. These claims exploit consumer’s lack





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of knowledge and are likely to lead to grave or widespread disappointment in the minds of consumers. Similar claims are made in this advertisement.

According to us, the advertisement contravenes Chapter 1.1, 1.4 of ASCI code and the provisions of Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954”

### **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 requested for an extension to submit their response. The advertiser was granted an extension of six days to the standard lead time of seven days to submit their reply in response to their request for extension. The advertiser failed to submit a response by the extended date and requested for a further extension of seven days to the extended due date, for submission of this data. Since the advertiser is required to have the claim substantiation readily available prior to publishing any advertisement and moreover, complaints have to be processed in a time bound manner as per the CCC procedure, the advertiser's request for an additional extension was declined. The CCC also sought input from a Technical Expert on the subject matter. The CCC viewed the print advertisement, and considered the opinion of the Technical Expert. The CCC observed that the Amla based product was in the general tonic category. However, 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, “It improves concentration and relieves exhaustion.”, “It removes foul breathing and improves digestion”, and “Dimagheen is helpful for physically and mentally busy people of all ages”, 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**.

**1902-C.2568**

**COMPANY:** Advance Yoga & Naturopathy Hospital and Research Centre

### **Claims Objected To:**

1. Get rid of all diseases like Cancer, Obesity, and Diabetes with Advance Naturopathy treatment.
2. Visuals of Government officials suggesting their approval.

### **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 Advance 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 claim, “Get rid of all diseases like Cancer, Obesity, and Diabetes with Advance Naturopathy treatment”, was not substantiated with supporting clinical evidence, and is misleading by gross exaggeration.

Complaint – “Visuals of Government officials suggesting their approval” – The CCC observed that the print advertisement showed photographs of Government officials and noted that the use of these photographs poses a potential risk of encouraging consumers to believe that the advertised claims are approved by the Government. The print advertisement was also in violation of the AYUSH advisory (dated September 27, 2018) 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 visuals of the Government officials in the print advertisement was misleading by implication. 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 claim implying cure for Cancer, Obesity, and Diabetes the advertisement is in Breach of





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the law as it violates The Drugs & Magic Remedies Act (items 6, 38 and 9 under DMR Schedule). The advertisement contravened Chapters I.1, I.4, I.5 and III.4 of the ASCI Code. The complaint was **UPHELD**.

**1903-C.2598**

**COMPANY:** Dr. Taj Dawakhana

**Claim Objected To:**

“India's best herbal sexual health clinic.”

**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 herbal sexual health clinic”, was not substantiated with any market survey data, or with verifiable comparative data of the advertiser's clinic and similar sex health clinics in India, to prove that it is better than the other clinics in providing treatment for sexual problems, or through an independent third party validation. The source for the claim was not indicated in the advertisement. The advertiser did not provide any evidence of the medical qualification and registration of the doctor. The superlative claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of the consumers. The advertisement contravened Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

**1903-C.2601**

**COMPANY:** Vardhan Ayurvedic and Herbal Medicine Pvt Ltd

**PRODUCT:** Kamri Slimming Kit

**Claims Objected To:**

1. Reduce obesity.
2. Reduce increased stomach.
3. Kamri Slimming Kit is proved beneficial in reducing weight permanently in any age.

**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 Advertiser did not provide details of the treatment procedure for weight loss data based on rigorous trial on statistically significant number of patients. 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 claims, “Reduce obesity” and “Reduce increased stomach”, were not substantiated with supporting clinical evidence, and are misleading by gross exaggeration. Claim – “Kamri Slimming Kit is proved beneficial in reducing weight permanently in any age”, was not substantiated with evidence of product efficacy or with supporting evidence of the patients who were successfully treated by the advertiser's product for weight reduction.

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. Specific to the claim, “*Motapa ghataye*” seen in conjunction with the claim “...reducing weight permanently...” implying cure for Obesity, the advertisement is in





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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**.

**1903-C.2604**

**COMPANY:** Dr. S.K. Jains Burlington Clinic Pvt Ltd

**Claim Objected To:**

“Honoured with International Sexologist Award”

**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 in the absence of claim support data, the CCC concluded that the claim, “Honoured with International Sexologist Award”, was not substantiated with a copy of the qualifications of Dr. Jain who claims to have received the award, details of his registration, copy of the award certificate, criteria for granting the award, references of the awards received such as the year, source, and name of the awarding body. 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**.

**1903-C.2607**

**COMPANY:** Friends Clinic

**Claim Objected To:**

“Provide successful treatment of incurable disease, arthritis, sciatica, stones, etc.”

**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 details of the treatment procedure for the claimed diseases, details regarding the medicines to be used or their approval status by the regulatory authorities. In the absence of claim support data, the CCC concluded that the claim, “Provide successful treatment of incurable disease, arthritis, sciatica, stones, etc.” was not substantiated with supporting credible scientific/clinical evidence, and is misleading by gross exaggeration. Specific to the claims implying cure for arthritis by the medicines provided, the advertisement is in Breach of the law as it violates The Drugs & Magic Remedies Act (item 43 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**.





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1903-C.2608

COMPANY: Kashyap Clinic/ Dr. B. K. Kashayp

**Claims Objected To:**

1. The only hospital providing solution for childless couple, problems related to sexual diseases.
2. Well-known Psycho sexologist

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 concluded that the claim, "The only hospital providing solution for childless couple, problems related to sexual diseases." was not substantiated with verifiable comparative data of the advertiser's clinic and other similar clinics, to prove that they are the only hospital providing treatment for claimed problems / diseases, and is misleading by exaggeration.

Claim – "Well-known Psycho-sexologist", was not substantiated with details of the doctor (Dr. B.K. Kashyap)'s medical qualifications, his registration details and any supporting data to prove that he is a well-known psycho sexologist. 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.4, and I.5 of the ASCI Code. The complaint was **UPHELD**.

1903-C.2612

COMPANY: Dr. Sheikh Dawakhana

**Claims Objected To:**

1. Best Sexologist in India
2. Asia's Best Ayurvedic Sexual Health Clinic

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 a copy of the Best Sexologist certificate awarded by the Society of Industry and Business Achievements. The CCC viewed the print advertisement and considered the certificate submitted by the advertiser. The CCC observed that the date on the certificate was illegible. The credentials of the awarding organization were not established nor did the advertiser provide any evidence of the qualifications and registration of Dr Shaikh. 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 sexologists that were part of the survey and outcome of the survey. The claim in the advertisement was not qualified to mention the source and date. The CCC concluded that the claim, "Best Sexologist in India", was inadequately substantiated. Claim – "Asia's Best Ayurvedic Sexual Health Clinic", was not substantiated with any verifiable comparative data of the advertiser's clinic and other similar Ayurvedic sexual health clinics in Asia, to prove that they are better than the rest, or through a third-party validation. 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**.





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1902-C.2668

**COMPANY:** Aanvii Hearing Center

**PRODUCT:** Aanvii Hearing Device

**Claims objected to:**

1. Signia styletto, World's slimmest rechargeable hearing device
2. Endorsed by Nishtha Dudeja, Miss deaf Asia 2018-Miss deaf India 2018
3. The largest chain of best sound centers in India

**Complaint:**

1. Reference to claims 1, 2 and 3 please substantiate with claim support data. The claim support data should not be internal or based on studies commissioned by Aanvii Hearing.
2. Ref. to claim 3, we would like to quote an ASCI decision regarding an advertisement of Safexpress Pvt Ltd in August-September 2018. The CCC concluded that the claim, "India's largest logistics company was inadequately substantiated and is misleading by exaggeration. The claim exploits consumers' lack of knowledge and is likely to lead to grave or widespread disappointment in the minds of consumers. Similar claim is made in this advertisement.
3. Ref. to claim 2, Nishtha Dudeja, Miss deaf Asia 2018-Miss deaf India 2018 endorses the product. 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. Can the advertiser show evidence that Nishtha Dudeja has done due diligence and that she confirms with all the claims made in the advertisement?
4. Ref. to claim 2, has the advertiser taken permission from Nishtha Dudeja to use her photo in advertisement? If no, it violates Chapter 1.3 of ASCI code.

According to us, the advertisement contravenes Chapter 1.1, 1.2, 1.3 and 1.4 of ASCI code and Guidelines for Celebrities on Advertising"

**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 at which time they submitted that Signia Styletto is a slim RIC hearing instrument and is not the world's slimmest rechargeable hearing device. Advertiser stated that their product endorsed by Nishtha Dudeja, Miss Deaf Asia – 2018 and Miss Deaf India -2018. The advertiser shared that Nishtha Dudeja has permitted the advertiser to use her image as a model. Additionally, Best Sound is a registered trade mark of Sivantos India Pvt. Ltd. It is a concept and should not be read as "best sound". Furthermore, in the advertisement "Best Sound" is used as one word and not as two words. The advertiser coupled with 31 other best sound centres which makes them the largest chain of BestSound centres in India. The CCC viewed the print advertisement and considered the Advertiser's response.

Claim – "Signia styletto, World's slimmest rechargeable hearing device", the CCC observed that the advertiser agreed that the claim was incorrectly worded. The CCC concluded that the claim, "Signia stiletto, world's slimmest rechargeable hearing device" was false 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. This complaint was **UPHELD**. The CCC noted the advertiser's response that the said claim will not be used in their future advertisements.

Claim – "The largest chain of best SoundCenters in India" – The CCC observed that words "BestSound" as mentioned in the advertisement was a registered trade mark of Sivantos India Pvt. Ltd. The advertiser as well as their other associates own around 31 BestSound centres in India making them the largest chain of BestSound centres in India. Based on the supporting data provided by the advertiser, the CCC concluded that the claim, "The largest chain of best sound centers in India", was not objectionable. This complaint was **NOT UPHELD**.





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Claim – “Endorsed by Nishtha Dudeja, Miss deaf Asia 2018-Miss deaf India 2018” - The complaint regarding endorsement by the Celebrity was examined by the CCC. The CCC observed that Nishtha Dudjeja did not meet the criteria for a celebrity as per ASCI Guidelines for Celebrities in Advertising. This complaint was **NOT UPHELD**.

**1903-C.2575**

**COMPANY:** Ample Dreams Educom

**Claims objected to:**

1. Full course of Mathematics and Science in just 7 days
2. 100% result

**Complaint:**

1. Please substantiate claims 1 and 2 with claim support data. The claim support data should not be internal or based on studies commissioned by Ample Dreams Educom
2. Ref. to claim 2, we would like to quote an ASCI decision regarding an advertisement of NEEV Coaching (NGP) NEEV Coaching in the month of April 2017. CCC concluded that the claim “100% Result In All Previous Batches? Was not substantiated with verifiable supporting data of the results of their students specific to Entrance exams, and is misleading by exaggeration. Similar claim is made in this advertisement. According to us, the advertisement contravenes Chapter 1.1, 1.2 and 1.4 of ASCI code and Guidelines for Advertising of Educational Institutions and Programs. 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 viewed the print advertisement and observed that the advertisement promoted a coaching class that covers Maths and Science syllabus of Grade 10 students within seven days. In the absence of comments from the advertiser, the CCC concluded that the claims, “Full course of Mathematics and Science in just 7 days” and “100% Result”, were 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 the Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, I.4 and I.5 of the ASCI Code. This complaint was **UPHELD**.

**1903-C.2805**

**COMPANY:** Living Media India Ltd

**PRODUCT:** Business Today

**Claim objected to:**

Subscribe to India’s No.1 Business Magazine

**Complaint:**

Please substantiate the claim with independent claim support data. The claim support data should not be internal or based on studies commissioned by India Today Group 3. Ref. to the claim, we would like to quote ASCI’s decision





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regarding “My Class Teacher” in July 2018, claiming that it is “India's No.1 Online Learning for IIT-JEE (M & A), NEET, AIIMS, KVPY & NTSE”.

According to ASCI, the claim “was not substantiated with any third party validation or with verifiable comparative data of the advertiser’s institute and other similar institutes to prove that it is in leadership position in providing learning courses through their online services. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers.” Similar claim is made in this 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: **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 submitted their written response. Advertiser stated that their claim was backed by an independent IRS 2017 Survey conducted by Nielsen Organisation and commissioned by Media Research Users Council (MRUC). The advertiser emphasized that the survey was neither commissioned nor backed by the India Today Group. As claim support data the advertiser provided copy of the IRS 2017 survey results.

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 claim from the complainant, the CCC concluded that the claim, “India’s No.1 Business Magazine”, was substantiated. The complaint was **NOT UPHELD**. However, the CCC recommended that the advertisement should include the source for the claim.

**1902-C.2571**

**COMPANY:** Pitambari Products Private Limited

**PRODUCT:** Pitambari ShaptaShakti Sesame Oil

### **Claims Objected to:**

1. First choice of foodies
2. Best edible sesame oil

### **Complaint:**

Claims:

1. First choice of foodies
2. Best edible sesame oil

Our objections:

1. Please substantiate claims 1 and 2 with claim support data.

The claim support data should not be internal or based on studies commissioned by Pitambari Products Pvt. Ltd. 2. Ref. to claim 1, we would like to quote an ASCI decision regarding an advertisement of Maa Kamakhavya Darbar Fragrances India Pvt. Ltd (Tiranga Sacred Agarbatti) in the month of April 2018. CCC concluded that the claim First choice of crores of Indians was not substantiated with any consumer survey data, or any verifiable comparative data of the advertiser’s™s product and other agarbatti brands or through a third party validation.

The claim was misleading by exaggeration. Similar claims are made in this advertisement. 3. Ref. to claim 2, we would like to quote an ASCI decision regarding an advertisement of Marico Ltd – Livon Hair Serum (CCC Recommendation - 1712-C.1879) in the month of January 2018. CCC concluded that the claim “Best Hair Serum” was not substantiated with verifiable comparative product test data of the advertiser’s™s product and other competitor products and the claim is misleading by exaggeration and implication. And these numerical claims were considered to be misleading by implication that the claim holds against other competitor products and by omission of mention of the basis of comparison. Similar claims are made in this advertisement. According to us, the advertisement contravenes Chapter 1.1, 1.2 and 1.4 of ASCI code.





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**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 requested for an extension to submit their response. The advertiser was granted an extension of six days to the standard lead time of seven days to submit their reply in response to their request for extension. Subsequently, the advertiser replied that they had approached a recognized lab for test to be conducted on their product, and would submit the report when available. Advertiser provided an acknowledgment copy of the lab, as proof of their submitted sample for testing. Since the advertiser is required to have the claim substantiation readily available prior to publishing any advertisement and moreover, complaints have to be processed in a time bound manner as per the CCC procedure, the advertiser was not granted any further extension, and the complaint was processed further for CCC deliberations. The CCC viewed the print advertisement and considered the advertiser's response. The CCC observed that the advertisement was promoting a sesame oil.

Claim - "First choice of foodies" – In the context of the advertisement, the CCC did not consider the claim, "First choice of foodies", to be objectionable. This complaint was **NOT UPHELD**.

Claim – "Best edible sesame oil" – The CCC concluded that the claim, "Best edible sesame oil", was not substantiated with comparative technical test reports of the advertiser's product versus other edible sesame oil brands. 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**.

**1902-C.2579**

**COMPANY:** Priti Trade Links

**PRODUCT:** ALA Fruit Juice

**Complaint:**

"Improper use of FSSAI logo in contravention of the FSSAI advisory"

**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, implying that it is an endorsement from FSSAI. 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**.





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1902-C.2582

**COMPANY:** Rasna Private Limited

**PRODUCT:** Rasna Native Haat

**Claims Objected To:**

1. India's most trusted family-owned brand.
2. World's largest drink concentrate manufacturer

**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, "India's most trusted family-owned brand", was not substantiated with any market research data, or verifiable comparative data of the advertiser's brand and other similar juice brands in India to prove their brand is the most trusted brand over others, or through a third party validation.

Claim – "World's largest drink concentrate manufacturer", was not substantiated with any verifiable comparative data worldwide, to prove that the advertiser is larger than other drink concentrate manufacturers, nor any independent audit or verification certificate.

The claims are misleading by gross exaggeration 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**.

1902-C.2584

**COMPANY:** Sri Saravana Oil Mill

**PRODUCT:** Noyyal Wood Pressed Oil

**Complaint:**

"Improper use of FSSAI logo in contravention of the FSSAI advisory"

**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, implying that it is an endorsement from FSSAI. 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**.





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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)	Claim/S Objected To	Remarks (Clause Applicable)
1	1903-C.2827 Navjeevan Arogya Kendra/ Diabetes Cure Kit	Get rid of diabetes for the rest of the life	Diabetes-Item No. 9- DMR Schedule

1812-C.1929

COMPANY: Godrej Properties Limited

PRODUCT: Godrej Air

**Claim Objected to:**

“Homes with 10X Enhanced Air Quality”

**Complaint:**

“Print ad, front page ToI claiming 10x better air quality.

The print ad claiming 10x better air quality than the city in the "Godrej Air" residential property development is misleading as it compares external air-quality data with internal air quality in a flat that is fitted with an air purifier. The advertisement further claims oxygen rich open spaces and jogging tracks with pollution reducing plants seemingly misleading that the air quality in the entire development - both inside the apartment and outside is 10x better than the city air.

1. An appropriate messaging would have been - "inside our homes the air quality is 10x better"
2. if the builder has invested behind Technology to enhance the external air-quality of its Development it should share that data when comparing with the government reading for the city's external air quality data Else this is misleading and misinformative advertising meant to dupe consumers facing one of the biggest environmental disasters into making possibly the most substantive investment decision of their lives i.e. buying a home!"

**CCC RECOMMENDATION ON RE-EXAMINATION: UPHELD**

The ASCI approached the advertiser for their response in addressing the grievances of the complainant. However, in the absence of response prior to the due date, the matter was examined by the CCC on the basis of the material available then and an exparte decision was taken. On receiving the CCC recommendation, the advertiser submitted their written response with supporting data and requested for Re-examination of the CCC recommendation. They confirmed suspension of the said advertisement pending Re-examination. Further they were provided with an opportunity to discuss their submission via telecon and personal hearing at the ASCI Secretariat In substantiation of the claims, the advertiser provided copies of the working of the Centralised Treated Fresh Air (CTFA) Mechanism as used at the site office, copies of the AQI readings reflecting the pm 2.5 concentration measured by the Company at the office site and Vikas Sadan Gurgaon region in December 2018, and copies of the modified advertisement. The claim support data provided by the advertiser was reviewed by the technical expert of ASCI. The CCC viewed the print advertisement and considered the Advertiser’s response for Re-examination as well as the opinion of the Technical expert presented at the meeting.





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The CCC noted that the advertisement was in reference to a claim for houses with 10x enhanced air quality in Gurugram. Advertiser stated that the claim was made on the basis of an Air Quality Index (AQI) reading done at the site office under controlled conditions in December 2018. Controlled conditions for the reading was undertaken using CTFA technology at the site office which used fresh air purification system comprising of fresh air heat exchanger and air purification system for indoor air. The system provides clean and pure fresh air, and removes 95% PM 2.5 and PM 10 and reduces and controls CO2 and recovers energy. Advertiser referred to a link for detailed mechanism of CTFA technology.

The CCC observed that the AQI test report data, given in the form of screen-shots, did not provide details of the methodology or the raw data used to provide the final results. Additionally, the CCC observed that the test report is for the site office and not for a typical flat, where variables like windows and height and wind may affect the results. There could be seasonal variations as well in terms of outdoor and indoor air quality. It was unclear if these were factored in while arriving at the specific numerical claim. The CCC was of the opinion that a site office data cannot be extrapolated to a typical flat or under real life conditions. Moreover, the CCC also noted that the Advertisement had visuals of outdoor spaces, but no data was provided as regards to outdoor air quality of jogging tracks, garden roof and terrace gardens. Based on this assessment, the CCC concluded that the claim, "Homes with 10X Enhanced Air Quality" was inadequately substantiated, and the air quality comparison is misleading by ambiguity and implication. 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 as well as ASCI Guidelines for disclaimers in advertising. **The earlier decision of complaint being upheld stands on Re-examination.**

**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 ON RE-EXAMINATION: UPHELD**

The ASCI had approached the advertiser for their response in addressing the objections raised in the complaint. However, in the absence of response prior to the due date, the matter was examined by the CCC on the basis of the materials available then and an ex parte decision was taken. On receiving the Request for Confirmation of Compliance, the advertiser responded and referred to their earlier response which was submitted to ASCI prior to the due date. As the said response was overlooked in the spam folder and hence not placed before the CCC, the advertiser was offered free reexamination of the CCC recommendation. The CCC viewed the print advertisement and considered the advertiser's response. As claim support data, the advertiser provided a copy of the award certificate by Silicon India Magazine for the claim, "No. 1 Pre-school of Delhi". The advertiser further stated that True Smart Learning System is a term coined for their proprietary system of imparting learning to young children through a combination and wellintegrated system of Smart Touch panels, projectors, computers, specially designed software, "Touch 'N' Learn" technology and audio/ visual capabilities. The advertiser's school was the only pre-school with True SMART Learning system because it was their in-house system developed product and no other school possessed the aforesaid specially designed software.

The CCC observed that the advertiser's institute was awarded the certificate for being amongst India's Top 10 Preschools in 2016. However, the advertiser did not provide the details of the process as to how the selection for the awards 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. Moreover, the award granted to advertiser's school was in 2016 and has since been superseded by the Awards in 2017 and 2018. Based on this observation, the CCC concluded that the claim, "No.1 Preschool of Delhi" was inadequately substantiated. The claim was not qualified to mention the source and date of the award and is misleading by omission.





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With regard to Claim, “The Only Pre-school with True SMART Learning System”, the CCC was of the view that the “smart learning” system briefly described by the advertiser was not so unique since the tools such as use of projector, computers etc. were quite common. Moreover, the advertiser did not elaborate further on these or provide evidence regarding set ups available in other playschool to compare and conclude that theirs is the “only preschool with True SMART Learning system”. Based on this observation, the CCC concluded that the claim, “The Only Pre-school with True SMART Learning System” was inadequately substantiated with verifiable comparative data of the advertiser’s pre-school and other pre-schools, and is misleading by exaggeration and implication that other preschools are not at par with them. 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 and Guidelines for disclaimers in advertising. **The earlier decision of complaint being upheld stands on Re-examination.**

**1902-C.2534**

**COMPANY:** Vodafone India Ltd

**PRODUCT:** Vodafone Supernet 4G

**Complaint:**

“I am a viewer of Asianet News wherein an advertisement of Vodafone says that they are installing one mobile tower every hour. I would like to know when this advertisement was started and since then how many hours have passed and how many towers Vodafone has already installed. If there is difference to the number of towers and total hours passed, then the advertisement is misleading and should be withdrawn immediately.

Yes I have viewed the said advertisement through the sent link. It is the same advertisement I was referring to.

My contention is whether they are really installing a tower every hour as they claim at the end of the ad? If no, then the advertisement is misleading. I request you to kindly find out whether they are really doing it.”

**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, despite ASCI reminder. The CCC viewed the TVC (in Malayalam) and the Hindi version of the same TVC on YouTube (<https://www.youtube.com/watch?v=zj2XXoOz3nY>) and considered the English translation of the TVC. The CCC observed that the advertisement communicates that the strength of the Vodafone network is amplified because the advertiser has towers in every place including crowded areas. The CCC observed that the TVC and the YouTube advertisement had a disclaimer “Based on 4G roll out in high payload crowded locations, between Apr’18 and Oct ‘18”. However advertiser did not provide any basis for this claim. Upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “Adding a tower every hour in crowded places”, was not substantiated with any verifiable data of the roll-out of the towers/sites per hour in crowded places, 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 TVC and the YouTube advertisement contravened Chapters I.1 I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





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1902-C.2549

COMPANY: Zee Business

PRODUCT: Only One Awaaz Ruled the Budget Day

Claim Objected to:

"Only One Awaaz Ruled the Budget Day. Zee Business"

"While the National Budget Day ushered degrowth for CNBC Awaaz, CNBC TV18 in terms of TVT's, our Performance continued to shoot off the charts." "We are India's most preferred Business News Channel".

Complaint:

"We say that it is a well-established norm and common knowledge that as per "BARC India Ratings — Principles of Fair and Permissible Usage"("Fair Usage Guidelines"/"BARC Guidelines"), the tabulations used must be direct outputs of BARC India's BMW user interface. Any number derived by extrapolating or interpolating BMW outputs is not permitted for use in the public domain. However, a perusal of the Annexure A, which is a copy of the communication mailer issued by Zee Business with the subject - "The True Story of Budget Day Viewership" (discussed hereinafter) clearly show that the Channel's claim of being "India's most preferred Business News Channel" is a wilful violation of the Fair Usage Guidelines issued by BARC and also in violation of ASCI Code and therefore misleading.

Through the Impugned Advertisement, the Network is seeking to undervalue our News Channels, "CNBC TV18" and "CNBC Awaaz".

The Impugned Advertisement makes the following claims:

"Only One Awaaz Ruled the Budget Day. Zee Business"

"While the National Budget Day ushered degrowth for CNBC Awaaz, CNBC TV18 in terms of TVT's, our performance continued to shoot off the charts." "We are India's most preferred Business News Channel".

b. The Impugned Advertisement further goes on to showcase a negative picture of our business news channels by using BARC data of 1st February, 2018 and 1st February, 2019 (Source: BARC; Market: HSM; TG:22+ M ABC; Period: 01st Feb'18 Vs 01st Feb'19; 0600-2400; Gross Imps 000s Difference).

A perusal of the contents above, clearly shows that the Network has used numbers derived by extrapolating or interpolating BMW outputs which is not permitted for use in the public domain as per the BARC Guidelines. The advertisement is ambiguous and portraying a negative picture of our brands - CNBC TV18 and CNBC Awaaz especially when the channel CNBC Awaaz is ahead of all other business news channels as per the BARC source line provided by the Advertiser itself. The claim of being India's most preferred business news channel is not substantiated by the Network on any count. Below is the BARC data for all the business news channels basis the source mentioned in the Impugned Advertisement. A mere perusal of the same shows that CNBC Awaaz had the highest no. of impressions both during the 2018 and 2019 budget days

Table with 5 columns: Index, Regions, Channel, ABC 22+ M Impressions-000 {Sum} 02/01/2018, and 02/01/2019. Rows include data for All Business News SI, CNBC Awaaz, Zee Business, CNBC TV18, ET Now, BTVI, and CNBC Bazar.





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The basis of claim made by the Network are based on 2 different Universes (i.e. 1<sup>st</sup> February, 2018 and 1<sup>st</sup> February, 2019) as BARC's criteria for collecting data was changed in Week 29 of 2018. BARC India measures TV ratings by collecting data from its samples (called panel homes) spread across India (using its own meters called BAR-0-Meter). As per BARC, total TV owning households were 183 Mn (before Universe change which happened in Week 29' 2018 i.e. from 14th July, 2018 onwards). However post BARC India's Universe change, (i.e. from 14th July, 2018 onwards), the Total TV owning households as per BARC increased from 183 Mn to 196.7 Mn in India, thereby increasing the Total TV owning population from 779.8 Mn to 835.8 Mn. Due to this change, BARC also suggested not to compare data of two different Universes as it would have led to change / churn in its samples and weighting because the behavior of TV owning population may be different. However Zee Business has made the wrongful claims and tried to gain unnecessary advantage by making its claims basis data of 2 different universes.

BARC's BMW software gives data on Impressions for two dates / periods (in this case for 1<sup>st</sup> February, 2018 & 1<sup>st</sup> February, 2019), however the Network in its Advertisement has shown difference in impressions from 2 different Universe (which is calculated separately as the difference cannot be pulled out directly from the BMW software), therefore the same is in gross violation of the BARC Guidelines.

Zee Business has gone ahead and released the same misleading mailer again today. Attaching the same for your reference.”

### 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 ASCI Secretariat, which they did not avail but replied requesting for an extension of ten days to submit their response. The advertiser was granted an extension of six days to submit their response. The advertiser stated that the tabulations used in the advertisement were direct outputs of BARC India's BMW user interface. Therefore, there was no reason to extrapolate or interpolate the given tabular data. The Advertiser is within the Fair Usage Guidelines/BARC Guidelines and does not showcase a negative picture of the complainant's business news channels. The said data is derived by taking count of the difference between the same day of the reported event and for the identical time period and the BASE/ Universe is been common for all three channels. Therefore, no disparity is shown for any of the three channels. Data based on actuals is as per the "Policy Amendment with Respect to Permissible Use of BARC India Audience Estimates for Reporting Single Events" where guidelines permit the usage of audience estimates for Single Events (i.e., Budget Day) that equal or exceed a minimum audience standard. The advertiser reproduced examples for the same that display the pre-requisites for single events and display of permitted audience estimates. The advertiser emphasized that the data reproduced was of the budget day held on 1<sup>st</sup> February, 2018 and 2019, which was a single event (an annual event that happens yearly). The Advertiser uses actual numbers (difference) in the said ad-mailer wherein as per the BARC numbers the popularity of Zee Business has indeed increased by 267 Impressions-000 as compared to the Complainant News Channels where the said popularity has decreased by 163 Impressions-000 and this is with respect to with the growing number of viewers. The advertiser asserted that no questions were raised by the complainant over the correctness of the viewership data mentioned in the Ad-mailer and grievance has been raised qua the presentation/projection by the advertiser. In the tabulation, they have taken Gross Impression difference between the same events of two consecutive years where the event in question was a single/annual event. The data provided by the Complainant and the Advertiser's response was reviewed by the Technical Expert of ASCI. The CCC viewed the Ad-mailer and considered the Advertiser's response as well as the opinion of the Technical expert presented at the meeting.

Claim, "Only One Awaaz Ruled the Budget Day. Zee Business" – The CCC observed that the advertiser's claim was supported by the footnote, "Period 01 Feb '18 vs. 01 Feb '19; 0600-2400; Gross Impressions '000s Difference". The CCC further observed that the data provided in the ad-mailer and qualified with the disclaimer is not a direct output of BARC's BMW User Interface and the same is not permitted for public use. Using a data point by extrapolating or interpolating BMW outputs is not permitted by the BARC Guidelines and is in its contravention. The Ad – mailer contravened Chapter I.3 of the ASCI Code. This complaint was **UPHELD**.

Claims, "While the National Budget Day ushered degrowth for CNBC Awaaz, CNBC TV18 in terms of TVT's, our performance continued to shoot off the charts" and "We are India's most preferred Business News Channel" – The CCC observed that on both 1<sup>st</sup> February 2018 and 1<sup>st</sup> February 2019, CNBC Awaaz impressions led Zee Business. The BARC data table provided by complainant shows that CNBC Awaaz had a lead over Zee Business of 650,000





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impressions on 1<sup>st</sup> February 2018 and of 220,000 impressions on 1<sup>st</sup> February 2019. The CCC also observed that the BARC Guidelines recommend that data before and after a Universe reset should not be compared. However, the advertiser has flouted this advisory as there was a Universe reset between 1<sup>st</sup> February 2018 and 1<sup>st</sup> February 2019. Based on these observations, the CCC concluded that the claims, “While the National Budget Day ushered degrowth for CNBC Awaaz, CNBC TV18 in terms of TVT's, our performance continued to shoot off the charts”, and “We are India's most preferred Business News Channel” were inadequately substantiated, were distorting facts and are misleading by exaggeration. The claims are likely to lead to grave or widespread disappointment in the minds of consumers. The Ad-Mailer contravened Chapters I.1, I.4 and I.5 of the ASCI Code. This complaint was **UPHELD**.

As for the objection raised against disparagement of the complainant's channels, as per the CCC, while the advertiser cleverly alluded to the Complainant by using the word “awaaz”, “awaaz” in its common usage also means voice. This does not amount to disparagement. This complaint was **NOT UPHELD**.

As for the Ad – mailer of the complainant referred to in the advertiser's response, the CCC recommended that the advertiser should register a complaint the said Ad – mailer.

**1903-C.2718**

**COMPANY:** Wings Biotech

**PRODUCT:** Orasore Mouth Ulcer Gel

### **Complaint:**

In the TVC "Katha" is shown and the endorser character is telling that "Gharelu nukshe chhalo ke dard se rahat nahi dete" which is misleading. Katha is known as Khadir (Acacia catechu) in Ayurveda and it is well known and established experienced based observation that Katha is useful for mouth ulcer.

This type of advertisement is harming our traditional science based fact.

I am not agree with the advertisement of "Orasore" in which Katha is shown and it is saying this " Slow out-dated chijeye kaun use karta hai " mean the use of Katha is outdated and it's effect is slow which totally incorrect.

Even now Katha is used for mouth ulcer giving good effect. Hope you will consider it and oblige.

**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 via telecon and subsequently submitted a written response. The advertiser asserted that the claims made by them are not misleading and stated that the words “Chalon ke dard se rahat” were used in the context of pain caused by mouth ulcers. The advertiser stated that Katha has mild anti-bacterial, anti-fungal, anti-viral, anti-oxidant, anti-diarrhoeal properties but doesn't possess any analgesic activities for pain relieving in Mouth Ulcer. However, the advertiser's product consists of Lignocaine which is a local anaesthetic that immediately relieves the patient of the pain that he is suffering from. The product also contains Choline salicylate, a non-steroidal anti-inflammatory drug that works by blocking the action of an enzyme in the body called cyclo-oxygenase (COX). The choline salicylate reduces inflammation and pain by reducing the production of these prostaglandins in the area of the mouth it's applied to. The advertiser further explained that a comparison was drawn between the mouth ulcer pain relieving capabilities of katha and glycerin with their product, which has a scientifically proven composition to relieve pain. The CCC viewed the TVC and considered the Advertiser's response. The CCC observed that the product was a tropical anaesthetic consisting of lignocaine and choline salicylate that provides faster pain relief for a mouth ulcer. Based on this observation, and in the context of the advertisement emphasizing on the speed of action of the product, the CCC concluded that the claims, “gharelu nuskhe Chalon ke dard se rahat nahi dete”, was not objectionable. This complaint was **NOT UPHELD**.





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1903-C.2719

COMPANY: Wipro Enterprises P. Ltd.

PRODUCT: Santoor Gold Soap

**Complaint:**

“This is an advertisement of soap santoor soap.

It tells that whether the dust, polluted environment etc but the skin is glowing.

It is due to turmeric, Kashmiri kesar etc

My objection is for the word "kashmiri kesar"

Is it necessary that Kashmiri saffron is only good? Other states in India also manufacture saffron.

My request is to remove the word "kashmiri" from this advertisement. Also I request santoor soaps to not to use Kashmiri saffron in their soaps. During the advertisement, it is mentioned that it contains "Kashmiri Kesar".

My question is that Is Keshar / Saffron grown only in Kashmir? In India Kesar is cultivated in Himachal Pradesh also Saffron is grown in Afghanistan, Iran and Mediterranean sea regions also apart from HP and Jammu Kashmir So my request is to omit "Kashmiri" word and use generic word "Keshar" only Technically speaking and according to user point of view, If someone is going to use Santoor Gold soap how can that person using the soap differentiate between Kashmiri Kesar and other Kesar? An ordinary user of Santoor gold soap cannot differentiate between Kashmir kesar and other kesar. Is there any proof provided by Santoor gold soap that they only use Kashmiri Kesar only, is there any genuinity about it? If Santoor Gold Soap gives a valid proof about use of Kashmiri Kesar in their soap, they can use word "Kashmiri Kesar" in their advertisement. But if they dont have valid proof then they must not use "Kashmiri" word in their ad. Then in this case they must use word "Kesar" only.

Nowadays many people are asking proof in a very vague manner. Atleast I am asking for proof for something valid reason, I am not asking something vague. I hope my point is clear now and need no more clarification I suppose. ”

**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 submitted their written response. The advertiser stated that their product is a profound product in the skincare segment for the ingredients used in the manufacture of soap. The advertiser indicated that the product has Crocus Sativus (Saffron) Extract, and this ingredient contains 25% saffron mogra threads purchased from Kashmir. Since the ingredient is sourced from Kashmir and saffron extract is used as one of the ingredients in the manufacture of Santoor Gold Soap, it is referred as Kashmiri Kesar. As claim support data, the advertiser provided copy of the vendor certificate, invoice copy for purchase of Saffron Kesar, copy of the TVC, storyboard, and artwork of the product packaging.

The CCC viewed the TVC and considered the Advertiser’s response and the claim support data. The CCC observed that the advertiser’s product listed *crocus sativus (saffron)* as an ingredient, for which they provided a vendor certificate which stated that the crocus sativus (saffron) extract was made from 25% saffron mogra threads purchased from Kashmir. Based on the advertiser’s response with the supporting data provided, the CCC concluded that the claim, “..... *aur Kashmiri Kesar ke guno se* ..... was not objectionable. This complaint was **NOT UPHELD**.





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1903-C.2808

COMPANY: Maruti Suzuki India Ltd

PRODUCT: Maruti Suzuki

**Complaint:**

“Above advertisement was there in yesterday’s news paper 2 ND March 2019 in Hindustan times, Mumbai edition. I went and inquired with Maruti dealer, Sai service arena at Goregaon west, Mumbai, Maharashtra. They straight away refused discount offers and challenged me that you complain to Maruti customer care. I called Maruti customer care and they were not aware of yesterday’s advertisement. Kindly look into the matter and do the needful. And inform me what action you have taken.”

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 the saving offer claimed in the advertisement was subject to terms and conditions which was qualified via disclaimer stating that the offer was on select car models. As this response was inadequate, ASCI requested the advertiser to submit the detailed list of the models on which discount was available and evidence of customers who had availed the said offer. In response to this query, the advertiser asserted that such data was not relevant to this complaint. They emphasized that their relationship with the dealer is on principal to principal basis and such data is maintained by the dealership.

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 the offers provided by them. In the absence of any verifiable claim support data, the CCC concluded that the claim offer, “Enjoy the month of March with exciting offers from Maruti Suzuki”, and “Bigger Savings” showing images of various models of Maruti Suzuki with their prices, were not substantiated with any supporting verifiable data. The claim offer is misleading by exaggeration and is also likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code as well as ASCI Guidelines on disclaimers in advertising. The complaint was **UPHELD**.

1903-C.2809

COMPANY: NIIT LTD

**Complaint:**

“On 6th March 2019 in Times of India (Times Ascent) there is an advertisement giving a job assurance in leading bank. They have also claimed to have 5000 assured jobs and they have further claimed 50000 students already placed by them. The said advertisement by NIIT is gross violation of the standard guidelines of Advertisement Standard Council of India and they are also falsely luring the innocent students on the pretext of Job assurance.”

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 ASCI Secretariat, which they did not avail but requested for an extension of five days to submit their response. The advertiser was granted an extension of four days. The advertiser stated that each student undertaking the course gets a provisional offer letter from a leading bank in India. This letter assures a job to each student, subject to the successful completion of the course, clearing the tests and interview thereto. The claim is on the basis of a forecasted number by the bank who wishes to hire students from this programme. The





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advertiser asserted that they had earlier submitted the details of 35,000 student placements to ASCI and can submit the data of the remaining 15,000 students.

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 the educational services provided by them. The CCC was of the view that since it is a provisional offer, the advertiser cannot promise "assured job" to students. The CCC concluded that the claim, "5000 Assured jobs", is false and misleading by exaggeration, ambiguity and implication. Claim, "50,000 Students Placed" was not substantiated with authentic supporting data such as detailed list of students who have been placed through their Institute in the banking sector, 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.4 and I.5 of the ASCI Code and Guidelines for disclaimers in advertising. The complaint was **UPHELD**.

**1901-C.2220**

**COMPANY:** Everest Group of Institute

**Claims Objected To:**

1. 100% job opportunity
2. Tamilnadu's leading ITI

**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 consider complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that while the advertiser may be providing job opportunity to their students, the use of 100% numerical is not relevant for "Job opportunity" claim. The use of "100%" as a descriptor in the claim is misleading by implication.

Claim – "Tamil Nadu's leading ITI" was not substantiated with any comparative data of the advertiser's institute and other polytechnic institutes in Tamil Nadu, to prove that they are leading ITI among all others, or through a third-party validation. The claim is misleading by exaggeration. The claims are likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

**1901-C.2397**

**COMPANY:** Parekhs Hospital

**Claim Objected To:**

"Sure shot treatment for any trouble of foot and paw".

**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 several ailments associated with foot and paw were listed in the advertisement and the advertiser did not provide any details of the





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treatment procedure, for claiming sure shot treatment for foot and paw problems. In the absence of any comments or response from the advertiser, the CCC concluded that the claim, “Sure shot treatment for any trouble of foot and paw”, was not substantiated with supporting clinical evidence, and is misleading by exaggeration. The advertisement contravened Chapters I.1, and I.4 of the ASCI Code. The complaint was **UPHELD**.

**1902-C.2466**

**COMPANY:** Prabha G Educational Institution

**Claim Objected To:**

“Gujarat's best educational institute.”

**CCC RECOMMENDATION:** **UPHELD**

The ASCI approached the concerned Media (Dainik Bhaskar) 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, “Gujarat's Best educational institute”, was not substantiated with market survey data, or with verifiable comparative data of the advertiser’s preparatory institute and other similar preparatory institutes in Gujarat, to prove that it is better than the rest in providing coaching for the IIT-JEE/Medical/Foundation, 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 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**.

**1902-C.2484**

**COMPANY:** Nirnay Academy

**Claim Objected To:**

“The only institute to provide 100% success in UPTET-2018”

**CCC RECOMMENDATION:** **UPHELD**

The ASCI approached the concerned Media (Dainik Jagran) 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 support data or evidence of comparison with other similar institutes to prove that only they have given 100% success in UPTET-2018. The CCC was of the opinion that such a claim is not feasible since it is unlikely for the advertiser to have such details for other institutes. In the absence of this data, the CCC concluded that the claim, “The only institute to provide 100% success in UPTET-2018”, 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 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**.





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1902-C.2527

**COMPANY:** Microtek College of Management & Technology

**Claim Objected To:**

“100% placement partnerships (Technical Specialization)”

**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 requesting for details of ASCI's approval by the Government of India. The advertiser asserted that they were the official training and placement partner of NSDC under the Ministry of Skill Development and Entrepreneurship Government of India.

The CCC viewed the print advertisement and considered the advertiser's reply. 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 Regd Society) v Union of India and Ors", which affirmed and recognised 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 programmes 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 observed that the Advertiser did not provide a detailed list of students who have been placed through their institute in various partnered technical organizations, 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. Based on these observations, the CCC concluded that the claim, "100% placement partnerships (Technical Specialization)", was not substantiated, 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**.

1902-C.2528

**COMPANY:** Sri Chaitanya Techno School

**Claims Objected To:**

1. The Largest Group of Educational Institutions in "Asia"
2. Awarded "Asia's Greatest Brand – 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 stated that their claims are based on the Asia's Greatest Brands-2017 Award in Educational field given to them by Asia One Magazine and award selection procedure supervised by Pricewaterhouse Coopers P.L. The advertiser stated that their group contained more than 433 schools and 254 colleges with a student population/count more than 6,00,000. As claim support data, the advertiser provided copies of the award certificate as well recitals on the Award process with related information and a brief introduction on the Summit which was sent to the advertiser by the Summit Organisers. 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, "The Largest Group of Educational Institutions in Asia" - the CCC observed that the Advertiser has merely provided information on the number of educational institutions and student population that they have. The CCC concluded that the advertiser did not provide any verifiable comparative data to prove that they are larger than other educational institutions in Asia, nor any independent audit or verification





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certificate. Claim, “Awarded "Asia's Greatest Brand – 2017”, the CCC observed that the said claim was based on the survey/selection procedure conducted by Pricewaterhouse Coopers P.L. However, the Advertiser has merely mentioned that they have received the award from a magazine. No information has been provided on the basis of the award or the methodology followed to obtain this information from consumers and industry. In the absence of claim support data, the CCC concluded that the claim, “Awarded "Asia's Greatest Brand – 2017”, was inadequately substantiated. 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.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

**1903-C.2581**

**COMPANY:** Lakshya Defence Academy

**Claims Objected To:**

“Number 1 defence 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, “Number 1 Defence Academy”, was not substantiated with verifiable comparative data of the advertiser’s academy and other similar academies, to prove that it is in leadership position (No.1) in providing training for competitive exams in the defence sector, 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**. Subsequently, the Advertiser responded post the CCC meeting that have deleted the said claim from their advertisements.

**1903-C.2590**

**COMPANY:** Expedient Healthcare Marketing Pvt.Ltd.Healthians.com

**Claims Objected To:**

1. “India’s largest health test at home service.”
2. “500k satisfied customers.”
3. “First Time in India.

**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, “India’s largest health test at home service”, was not substantiated with any verifiable comparative data of the advertiser’s health test at home service with that of other such similar health test at home service providers in India, to prove that they are larger than the rest, or through a third party validation.





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Claim, “500k satisfied customers”, was not substantiated with any market survey data or through an independent thirdparty validation to indicate that the claimed figure was indeed the number of their customers or that they were “satisfied with their health test services provided at home”.

Claim, “First Time in India” was not substantiated with any verifiable comparative data of the advertiser’s health test at home service and other similar health test at home service providers in India, or any market research data to prove that they were pioneers for such services, or through a third-party validation.

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.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

**1903-C.2617**

**COMPANY:** Godavari Institute of Engineering and Technology

**Claim Objected To:**

“100% Placements”

**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% Placements” 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. 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**.

**1903-C.2622**

**COMPANY:** Dr. Sid Laboratories Korizin

**PRODUCT:** Vee-Gel

**Claims Objected To:**

“Restore tone and tightness”

**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 claim was based on their trade mark/punchline/quotation that was invented/created by them, and has no direct or indirect reference to the goods which are sold or promoted by the advertiser through the said advertisement, and hence did not require any third-party certification by law. ASCI requested the advertiser to submit a copy of the trademark certificate as mentioned in their response, which was not provided.





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The CCC viewed the print advertisement and considered the Advertiser's response. The CCC 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. There were no authentic, published scientific references to support the claim. The CCC also observed that the advertiser did not provide any certificate to prove that the claim was a registered trademark. The CCC concluded that the claim, "Restore tone and tightness" was not substantiated with evidence of product efficacy. The claim is grossly misleading and is likely to lead to grave or widespread disappointment in the minds of consumers. The print advertisement contravened Chapters I.1, I.4, and I.5 of the ASCI Code. The complaint was **UPHELD**.

**1903-C.2624**

**COMPANY:** Chawla Association

**PRODUCT:** Saarthi ERickshaw

**Claim Objected To:**

"India's best E-rickshaw"

**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 is promoting e-rickshaws. 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 E-rickshaw" was not substantiated with any market survey data, or any verifiable comparative data of the advertiser's product and other e-rickshaws manufactured in India, 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**.

**1903-C.2625**

**COMPANY:** Shaurya Multi Speciality Hospital

**Claim Objected To:**

"Replacement by US FDA approved joints having longevity of more than 30 years"

**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 US FDA approved joints or evidence that they have a longevity of more than 30 years. In the absence of any comments or response from the advertiser, the CCC concluded that the claim, "Replacement by US FDA approved joints having longevity of more than 30 years", was not substantiated with supporting evidence. The claim is misleading by exaggeration and 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**.





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1903-C.2626

COMPANY: Lifezen Healthcare Pvt Ltd

PRODUCT: Tuskca Calcium

**Claim Objected To:**

“India's No.1 Chewable Calcium”

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 claim, “India's No.1 Chewable Calcium”, was not substantiated with comparative data of the advertiser's product and other similar chewable calcium tablets in India, such as market research survey or third-party validation to prove that it is in leadership position (No.1) than the rest. The claim is misleading by exaggeration 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 print advertisement. The print advertisement contravened Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**

1903-C.2627

COMPANY: Windlass Developers Pvt. Ltd

**Claim Objected To:**

“Awarded best township project of 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, “Awarded best township project of North India” was not substantiated with copy of the award certificates, criteria for granting the awards, references of the awards received such as the year, source, and name of the awarding body. 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 Chapters I.1, I.2, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





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1903-C.2628

COMPANY: Dr. A's Clinic

**Claim Objected To:**

“World's #1 top ranked hair transplant centre”

**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, “World's #1 top ranked hair transplant centre”, was not substantiated with any verifiable worldwide comparative data for the ranking claimed, of the advertiser's clinic and other hair transplant centre, to prove that it is in leadership position (#1) than the rest. 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 Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1903-C.2660

COMPANY: Nova IVI Fertility Private Limited

**Claim Objected To:**

“Highest success rate in 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, which they did not avail but submitted their written response. The advertiser stated that their claim was based on the premise that they were among the largest service providers in Fertility Space. The advertiser through its clinic aims to bring advanced Assisted Reproductive Technology (ART) to India. They further stated that the advertisement focused on the testimonial of male patient who couldn't produce children due to a Low Sperm Count. They further stated that in the English version of the advertisement the word “among” was used, which was missing in the Hindi version.

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 the services offered by them. The CCC also noted that merely adding the word “among” did not substantiate their claim as the advertiser did not provide any authentic verifiable data about their success rate and any rationale as to why this should be considered among the highest. In the absence of any verifiable claim support data, the CCC concluded that the claim, “Highest success rate in India”, was false and 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

1903-C.2661

COMPANY: Holy Covent English Medium School & Junior College

**Claims Objected To:**

1. Best institute for Engineering & Medical Entrance Exam
2. 100% success since 17 years

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 replied that the advertisement was a one-time advertisement and also assured that they would not use the 100% numerical in their future advertisements. Advertiser informed via telecon that they would opt for Informal Resolution (IR) of the complaint. However, as the advertiser did not provide the necessary undertaking within the given timelines, the complaint was taken forward for CCC deliberations.

The CCC viewed the print advertisement and observed that the advertiser failed to provide any market survey data or verifiable comparative data of the advertiser's institute and other similar institutes, to prove that they are better than the rest in providing coaching for engineering and medical entrance exams, or through an independent thirdparty validation. The advertiser did not have any basis to claim "100 % success since 17 years". Based on these observations, the CCC concluded that the claims, "Best institute for Engineering & Medical Entrance Exam" and "100% success since 17 years" were false and 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.4 and I.5 of the ASCI Code. The complaint was **UPHELD**. The CCC noted the advertiser's response that the advertisement was a one-time insertion and the claims will not be repeated again in their future advertisements.

1903-C.2662

COMPANY: Global Defence Academy

**Claim Objected To:**

"India's No.1 Defence Institute"

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 Defence Institute", was not substantiated with verifiable comparative data of the advertiser's institute and other similar defence institutes in India, to prove that it is in leadership position (No.1) in providing training for competitive exams in the defence sector, 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**.





The Advertising Standards Council Of India

1903-C.2667

COMPANY: Sojatia Classes

**Claims Objected To:**

1. Brand Sojatia is best in Rajasthan
2. CA Foundation Repeater's Sure success batch
3. 100% assurance or fees refund

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, "Brand Sojatia is best in Rajasthan", was not substantiated with any market survey data, or with verifiable comparative data of the advertiser's brand and similar coaching classes in Rajasthan, to prove that it is better than all the rest, in providing coaching for CA foundation exams, or through an independent third-party validation.

Claim, "CA Foundation Repeater's sure success batch" was not substantiated with supporting evidence of repeater students of CA foundation exams who have achieved success on completion of the claimed course. Claim, "100% assurance or fees refund", was not substantiated with supporting evidence of students who have succeeded on taking coaching from the institute, or the students who have not succeeded were refunded with full paid fees.

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.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

1903-C.2683

COMPANY: Mody School

**Claims Objected To:**

1. 1st in Rajasthan
2. 1st in India

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, "1st in Rajasthan" and "1st in India", were not substantiated with verifiable supporting data of the advertiser's school and other similar schools in Rajasthan and in India for the ranking claimed. The source for the claim 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 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

1903-C.2684

COMPANY: Presidency University

**Claims Objected To:**

1. Best University of the Year 2018 - South by ASSOCHAM India
2. 100% placement assistance. (100% numerical claim is misleading by implication)

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, "Best University of the Year 2018 - South by ASSOCHAM India", 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. For the claim, "100% Placement Assistance" the CCC concluded that while the advertiser may be providing placement assistance, 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 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**.

1903-C.2685

COMPANY: Raj Insulations and Training Center

**Claims Objected To:**

- "100% Job Offered Course"  
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 sheet metal fitter, sheet metal fabricator and insulator being offered by the advertiser may be job oriented, the use of 100% numerical is not relevant for "Job Offered 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 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

1903-C.2686

COMPANY: S.C. Guria Institute of Management and Law College

**Claim Objected To:**

“India's No.1 Institute 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, “India's No.1 Institute for Competitive Exams”, 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) in providing coaching for competitive examinations, or through a third party validation. The source for the claim was not indicated in the advertisement. 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**.

1903-C.2687

COMPANY: Sachdeva College

**Claims Objected To:**

1. No.1
2. Best institute for competitive exams
3. The trusted institute of Jharkhand providing most results since 25 years

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”, was not substantiated with any verifiable comparative data of the advertiser's institute and other similar institutes, to prove that it is in leadership position (No.1) in providing coaching for competitive examinations, or through a third party validation. The source for the claim was not indicated in the advertisement.

Claim, “Best institute for competitive exams” 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 coaching for competitive exams, or through an independent third-party validation.

Claim, “The trusted institute of Jharkhand providing most results since 25 years” was not substantiated with any market survey data, or with verifiable comparative data on year on year basis since 25 years as claimed, of the advertiser's institute and other similar institutes, to prove that it is providing the “most results” in Jharkhand than the rest, or through a third party validation.

The claims are misleading by exaggeration and implication, 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**.





The Advertising Standards Council Of India

1903-C.2689

COMPANY: Simran Ablaze IAS Academy

**Claim Objected To:**

“No.1 Institute in Chandigarh”

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 Institute in Chandigarh”, was not substantiated with any verifiable comparative data of the advertiser’s institute and other similar institutes in Chandigarh, to prove that it is in leadership position (No.1) in providing coaching for IAS, PCS and HAS examinations, or through a third party validation. The source for the claim was not indicated in the advertisement. 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**.

1903-C.2694

COMPANY: Shemrock MOMS Pride

**Claim Objected To:**

“India's 1st Play School Chain”

CCC RECOMMENDATION: **UPHELD**

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. The Advertiser replied that they would resolve the matter by way of Personal Hearing with the ASCI Secretariat. Further, they were provided with an opportunity to discuss their submission via multiple telecons. The CCC viewed the print advertisement and considered the Advertiser’s reply. The CCC observed the claim made was for the advertiser’s play school chain for which they 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 CCC therefore concluded that the claim, “India's 1st Play School Chain”, was not 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. The print advertisement contravened the Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, and I.4 of the ASCI Code. The complaint was **UPHELD** subsequently, post the CCC meeting the advertiser assured to modify the said claim.





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1903-C.2696

COMPANY: SIP abacus & SIP Amal

**Claim Objected To:**

“Assured 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 which they did not avail but submitted their written response. The Advertiser submitted that they are an academy that conducts various skill development programs for children, to improve their Learning ability, Creativity, Thinking skills and Communication. Their flagship programme, “SIP Abacus & Brain Gym” is conducted by SIP Academy across 10 countries and has been successfully running in India since 2002 and has trained more than 4,75,000 children till date. The advertiser explained in detail about SIP Abacus and the Brain Gym programme. The advertiser asserted that SIP Abacus has a unique brand promise which promises to make Children 5 Times Better in Arithmetic skills at the end of Foundation level 4. When a child is able to do arithmetic sums 5 times better he/she becomes a successful child. This improvement is measured through a Pre-Test (at the time child joins our programme) and a Post-Test(at the end of 4 levels ). The advertiser mentioned that if the child is unable to show any change, they refund a certain amount back to the parent. Hence they mention “Success Assured” beneath their SIP Abacus logo since 2011.

The CCC viewed the print advertisement and considered the advertiser’s response. The CCC observed that in their response, the advertiser makes assertions regarding the success of their students. However, a perusal of the advertisement shows that the communication is about starting one’s own business and offers franchisee opportunity with minimum investment and good returns. The CCC observed that the advertiser did not provide any data regarding the assured success of the franchisee. In the context the claim “assured success” appearing below the logo of the advertiser’s name was considered to be misleading by ambiguity and implication. The claim is misleading by exaggeration and implication. The advertisement contravened Chapters I.1, and I.4 of the ASCI Code. The complaint was **UPHELD**.

1903-C.2697

COMPANY: Educationista Events of Exhibition - Prestigious Schools Exhibition

**Claim Objected To:**

“India’s Biggest School Admission & Guidance Expo”

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 submitted that they have been the biggest school admission platform and have reached out to 21 cities of India since November 2014 to February 2019. From October 2018 to February 2019, they have organised 11 school exhibitions in 11 cities of India. From January 2018 till February 2019, they have organised 17 School Exhibitions across India. As claim support data, the advertiser provided details of their reach through their platform from November 2014 till now February 2019, outreach from October 2018 to February 2019, Outreach from January 2018 to February 2019, School Participants in their Raipur Exhibition, and a copy of their advertisement. The advertiser also provided a link of their Exhibition Excellence award - [https://youtu.be/ZX\\_So9cuwWY](https://youtu.be/ZX_So9cuwWY) The advertiser acknowledged presence of their competitors but stated that they did not have any details regarding their competition and according to them, they themselves had conducted more number of exhibitions.





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The CCC viewed the print advertisement and considered the advertiser's response. The CCC noted that the advertiser's response has only assertions regarding their expo. As per investigations by the ASCI Secretariat there appeared to other, probably bigger School admission expos as well ( <https://10times.com/next-generation-school'exhibition> and <https://www.afairs.com/the-great-india-education-fair-exhibitor/> ). The advertiser had not provided any authentic verifiable comparative data of the magnitude other such exhibitors and thus did not have any basis to make an absolute / comparative claim. The CCC did not agree with the advertiser's contentions and their rationale for claim substantiation.

Based on this observation, the CCC concluded that the claim, "India's Biggest School Admission & Guidance Expo", was false and misleading by exaggeration. The advertisement contravened Guidelines for Advertising of Educational Institutions and Programs as well as Chapters I.1, and I.4 of the ASCI Code. The complaint was **UPHELD**. The CCC noted that the advertiser agreed to rectify their advertisement as per CCC recommendations.

**1903-C.2699**

**COMPANY:** Rankers League

**Claim Objected To:**

"Best Selection Rate in 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 observed that the Advertiser did not provide any support data or evidence of comparison with other similar institutes to prove that they have given the best selection rate in India for IIT/PMT. In the absence of this data, the CCC concluded that the claim, "Best Selection Rate in India", was not substantiated with verifiable comparative data and is misleading by exaggeration. 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.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

**1903-C.2700**

**COMPANY:** Ours Academy

**Claim Objected To:**

"The only Educational Institute of Haryana which gives highest selection"

**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 a written response. The advertiser argued that their claim was neither misleading nor against the interests of the consumer. Further, the advertiser reiterated that there was no complaint from the consumer domain concerning the content of the advertisement. The advertiser asserted that the claims were based on true arithmetic facts and can be verified by a competent authority. 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 classes but did not provide any basis for the claim made. The Advertiser did not provide any support data or evidence of comparison with other coaching institutes, to prove that they the only institute in Haryana to have given highest selection of students in Central Teacher Eligibility Test (CTET) results. The CCC concluded that the claim, "The only Educational Institute of Haryana which gives highest selection", was not substantiated. The claim is misleading by exaggeration and is





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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**.

**1903-C.2701**

**COMPANY:** Orane International School of Beauty & Wellness

**Claim Objected To:**

“Awarded World’s Greatest 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 the claim made was based on the award received from Asia One in the category of Vocational Training. Advertiser provided a copy of the award certificate and a copy of the advertisement. As this response was inadequate, the ASCI requested the advertiser to provide details of the process as to how the selection for the award was done. In response to this query, the advertiser replied that as the selection was done by the Awarding Authority, ASCI should contact them directly for this information.

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 World’s Greatest Brands 2017-2018. The copy of the award certificate had reference to Asia one / United Research Services and not Pricewaterhouse Cooper as claimed in the advertisement. No information has been provided on the basis of the award or the methodology followed to obtain this information from consumers and industry such as the details of the process as to how the selection for the awards 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, and the details about the awarding body. Based on this observation, the CCC concluded that the claim, “Awarded World’s Greatest Brand” was inadequately substantiated. The claim was not qualified to mention the source and date of research. The claim is misleading by ambiguity and 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**.

**1903-C.2707**

**COMPANY:** Hello Kids

**Claim Objected To:**

“Bangalore’s Largest Chain of Play 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 which they did not avail but submitted their written response. The Advertiser stated that the said claim is used by all their other franchises as the tag line describing that Hello Kids is among leading play group school chain originating from Bangalore as their head office. The advertiser further submitted that they would opt for Informal Resolution (IR) of the complaint. However, as they did not submit the necessary undertaking required for IR within the stipulated period, the complaint was processed for CCC deliberations. The CCC viewed the print advertisement and considered the Advertiser’s response. The CCC observed the advertiser’s response has only assertions about their playschool chain. The advertiser did not submit any evidence of due diligence done by them for arriving at the claim. The CCC therefore concluded that the





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claim, “Bangalore's Largest Chain of Play School”, was not substantiated with any verifiable comparative data of the advertiser’s play school chain and other play school chains in Bangalore, to prove that they are larger than the rest, 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 print 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 CCC noted the advertiser’s assurance to comply with the CCC recommendations.

**1903-C.2722**

**COMPANY:** Apti Plus

**Claim Objected To:**

“India's top-rated institutions for IAS Examination”

**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 top-rated institutions for IAS Examination”, was not substantiated with any consumer survey data, or any verifiable comparative data of the advertiser’s institute and other institutes in India, to prove that they are amongst the top-rated institutes providing coaching for the IAS examination, 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**.

**1903-C.2725**

**COMPANY:** DLJR Coaching Institute

**Claims Objected To:**

1. No.1 institute of West UP.
2. Highest selection rate in Govt. job.

**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 institute of West UP”, was not substantiated with any verifiable comparative data of the advertiser’s institute and similar institutes in West UP, to prove that it is in leadership position (No.1) than the rest in providing coaching to their students for various government jobs, or through a third party validation. The source for the claim was not indicated in the advertisement. Claim - “Highest selection rate in Govt. job” - the Advertiser did not provide any support data or evidence of comparison with other coaching institutes, to prove that they have given highest selection rate of students in Government jobs. The claim, “Highest selection rate in Govt. job”, was not substantiated.





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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**.

**1903-C.2727**

**COMPANY:** Doon International School

**Claim Objected To:**

“Rated India's Best Emerging New School”

**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 made was based on the award received from Education World in the category of Emerging High-Potential Schools, India. Advertiser provided a copy of the award certificate and an extract from the magazine mentioning the ranking. The CCC viewed the print advertisement and considered the Advertiser's response. The CCC observed that for the claim, “Rated India's Best Emerging New School”, there is a mismatch in the certificate provided by the advertiser. The certificate states “Emerging High Potential Schools, India #1” and not “best emerging new school”. Moreover, the award granted to advertiser's school was made three years ago and has since been superseded by the Awards in 2017 and 2018.

Based on this observation, the CCC concluded that the claim, “Rated India's Best Emerging New School” was false and misleading- 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.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.

**1903-C.2728**

**COMPANY:** ASM Group of Institutes

**Claim Objected To:** “100% Unique Placements”

**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% Unique Placements” was not substantiated with authentic supporting data such as detailed list of students with MBA/PGDM and global certifications, who have been placed through their Institute 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. 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**.





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1903-C.2730

COMPANY: Sandip University

**Claim Objected To:**

“100% Industry 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 in the Industry, the use of 100% numerical is not relevant for “Industry 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**.

1903-C.2812

COMPANY: Amrita Vishwa Vidyapeetham Amrita Business School

**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 as Analysts/Consultants 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. 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**.





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1903-C.2814

COMPANY: Bharati Vidyapeeth's Institute of Management Studies and Research

**Claim Objected To:**

“100% Excellence Placement Assistance and Internship Assistance”

100% Numerical claim is misleading by implication

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 argued that the objections raised were ambiguously interpreted and misconstrued as their advertisement did not mislead, jeopardize or compromise with the interest of their target customers and stakeholders. The advertiser further asserted that “assistance” cannot be interpreted as “assurance” or “guarantee”. The advertiser asserted that they were not in violation in any express or implied form. The advertiser stated that they would ensure that any new advertisement in the future, would be beyond any reasonable doubt as to its interpretation. The CCC viewed the print advertisement and considered the advertiser's response. The CCC concluded that while the advertiser may be providing placement assistance and internship assistance to their students, the use of 100% numerical is not relevant for “Placement Assistance and Internship Assistance” claim. There cannot be a percentage assigned to assistance claim such as 60% or 80 % assistance. 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 that the said claim will not be repeated again in their future advertisements.

1903-C.2815

COMPANY: Wisdom High International School ICSE

**Claim Objected To:**

“Best School Award for 4 consecutive years”

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 asserted that the claim was made on the basis of various awards received by them. The awards being – Education World India School Rankings (2014) – Co-ed Day Schools, Education World India School Rankings (2015) – Co-ed Day Schools, Education Today (2016) award for Exemplary contribution to the education field, Education World Award (2017-18) Steam Education Excellence, Education Today (2018-2019) award for Exemplary contribution to the education field, Education Today (2017) award for India's Top 20 Preschools, Education World India School Rankings (2018-2019) – Campus Design, MISA award 2016 for Outstanding Achievement in March 2016 – Cambridge International IGCSE Examinations (Top in the World in International IGCSE Exams Maths (Without Coursework), Education Today (2017-2018) award (India's Top 20) for Exemplary contribution to the education field and Education Today (2018-2019) award (India's Top 20) for Exemplary contribution to the education field. Advertiser provided a copy of the awards certificates.

The CCC viewed the print advertisement and considered the Advertiser's response. The CCC observed that while the school (rather various schools under it such as Co-ed day school, Little Wonders etc ) had received various, no one award directly corroborated the claim of “Best school award”. In fact the school was at rank 17 and rank 16 at all India level as per the Education Today certification. Based on this assessment itself, the CCC concluded that the claim, “Best School Award for 4 consecutive years”, was false and misleading. The claim is likely to lead to grave or





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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. This complaint was **UPHELD**.

**1903-C.2818**

**COMPANY:** Dronacharya Public SchoolArya Classes

**Claims Objected To:**

1. Arya Classes- Chhattisgarh's No.1 coaching institute
2. Honored with Best Coaching
3. Dronacharya Public School- Honored with Best School

**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, "Arya Classes- Chhattisgarh's No.1 coaching institute.", was not substantiated with verifiable comparative data of the advertiser's institute and other similar institutes in ~~Hisar~~, Chhattisgarh to prove that it is in leadership position (No.1) in providing coaching for IIT/NEET, coaching for 9<sup>th</sup> to 12<sup>th</sup> standard exams and other competitive exams, or through an independent third party validation. The source for the claim was not indicated in the advertisement and the claim is misleading by exaggeration. Claims, "Honored with Best Coaching" and "Dronacharya Public School- Honored with Best School" 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 source for the claim was not indicated in the advertisement. 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**.

**1903-C.2821**

**COMPANY:** Glaamour School of Fashion & Interiors

**Claims Objected To:**

1. Awarded Best Design Institute in West Bengal (National Education Awards)
2. Professional courses with assured internships and placements

**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, "Awarded Best Design Institute in West Bengal (National Education Awards)", was not substantiated with copy of the award certificates, details of the criteria for granting the award, references of the awards received such as the year, source and category. The source for the claim was not indicated in the advertisement.





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Claim, “Professional courses with assured internships and placements” was not substantiated with authentic supporting data such as detailed list of students who have been placed through their Institute as Fashion Designers or Interior Designers 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. The claim is misleading by exaggeration. 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**.

**1903-C.2822**

**COMPANY:** Gurukul Neeti

**Claim Objected To:**

“Best Institute for JEE/NEET & Board with Kota 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 viewed the print advertisement, and concluded that the claim, “Best Institute for JEE/NEET & Board with Kota System”, was not substantiated with any market survey data, or with verifiable comparative data of the advertiser’s institute and similar institutes in Gujarat, to prove that it is better than the others in providing coaching for JEE/NEET and Board with the Kota system, 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**.

**1903-C.2846**

**COMPANY:** Montessori Child Center

**Claim Objected To:**

“Italian based World's No.1 Education 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 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, “Italian based World's No.1 Education system.”, was not substantiated with verifiable comparative data of the advertiser’s education system and other similar education systems in the World, to prove that their education system is in leadership position (No.1) than the rest in providing scholastic education, 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**. Subsequently, post the CCC meeting, the advertiser responded that they have taken immediate steps to remove the said claim from their future advertisements.





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1903-C.2849

COMPANY: Red Leaf Educational Consultants Pvt Ltd

**Claim Objected To:**

“Trusted brand 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 upon careful consideration of the complaint, and in the absence of any comments or response from the advertiser, the CCC concluded that the claim, “Trusted brand of Delhi”, was not substantiated with any market research data, or brand trust report or through a third party validation and is misleading. 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**.

1903-C.2850

COMPANY: SAL School of Architecture

**Claims Objected To:**

1. Best private architecture institute in Gujarat state.
2. among the best developing architecture schools in the country

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 concluded that the claims, “Best private architecture institute in Gujarat state” and “Among the best developing architecture schools in the country”, were not substantiated with any market survey data, or with verifiable comparative data of the advertiser’s institute and similar institutes in Gujarat and in the country, to prove that it is better than the others in providing architecture 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**.





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1903-C.2853

COMPANY: Shakti School

**Claim Objected To:**

“No.1 Science School of Saurashtra preparing students for JEE Mains/ NEET along with Boards”

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 Science School of Saurashtra preparing students for JEE Mains/ NEET along with Boards.”, was not substantiated with verifiable comparative data of the advertiser’s school and other similar schools in Saurashtra, to prove that it is in leadership position (No.1) in preparing students for their JEE Mains/NEET along with Boards, 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**.

1903-C.2858

COMPANY: The Motivator

**Claim Objected To:**

“100% Success guaranteed”

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% Success guaranteed.”, with respect to CA, CPT and CMA courses was not substantiated with verifiable supporting data and is misleading by exaggeration and implication of guaranteed success in the exams for these professional courses. 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.4 and I.5 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1903-C.2858

COMPANY: Venus Public School

**Claim Objected To:**

“Awarded as the Best CBSE School in Gwalior by Better India Education Awards-2018”

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 which showed a certificate of Better India Education Award 2018 and observed that the said claim made was based on this award. However, the advertiser did not provide verifiable comparative data of the advertiser’s school with similar other schools in Gwalior for the ranking claimed, with details of the process as to how the selection for the ranking 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 authenticity and credibility of the awarding organization was also not established. In the absence of claim support data, the CCC concluded that the claim, “Awarded as the Best CBSE School in Gwalior by Better India Education Awards-2018”, was not substantiated, 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**.

1903-C.2863

COMPANY: ILI Foreign Language Institute Pvt. Ltd

**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. 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 assistance to their students, the use of 100% numerical is not relevant for “100% 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 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

1903-C.2864

COMPANY: Times Scholars Gurukul

**Claim Objected To:**

“100% Job-Oriented Courses”

**Objection:**

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 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**.

1903-C.2866

COMPANY: Kollywood Academy

**Claim Objected To:**

“North India’s Best Acting School”

**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 was based on the Best Acting School in North India in 2018 award given by Bollywood Actress – Neha Dupia. The school was also awarded as the Best Acting School in India in January 2019 by Bollywood Actor/Director Arbaaz Khan. As claim support data, the advertiser provided a photograph of the award function for the Best Acting School in India for 2019.

The CCC viewed the print advertisement and considered the advertiser’s response. The CCC observed that for the “Best Acting School in North India” award in 2018 and “Best Acting School in India” award in January 2019, the advertiser only provided a photograph of the award function. However, the advertiser did not submit a copy of the award certificates, details of the criteria for granting the award, the details of process as to how the selection for the award was done, survey methodology, questionnaires used, names of other acting schools that were part of the survey and the outcome of the survey. The authenticity and credibility of the awarding organization was also not established. Based on this observation, the CCC concluded that the claim, “North India’s Best Acting School” was not substantiated and the claim is misleading. The source for the claim was not indicated in the advertisement.

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**.





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1903-C.2594

COMPANY: Prakritik Chikitsa Trust & Yoga Training Research Center

**Claim Objected To:**

“Provide successful treatment for incurable diseases with Naturopathy.”

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 treatment procedure of Naturopathy for successful treatment of incurable diseases as claimed, 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, “Provide successful treatment for incurable diseases with Naturopathy”, 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**.

1903-C.2599

COMPANY: Todkar Sanjivani Nisargopchar Kendra

**Claims Objected To:**

1. The only place to get cured from all types of malady permanently and with guarantee.
2. Implies cure from blood pressure, diabetes, kidney disease etc.

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 a copy of the product label, copy of Product approval / FDA license, Product composition details, evidence of the ingredients present in the product, nor any scientific data or any study done with the product that demonstrated the effectiveness of the medicine for the claimed diseases. Advertiser also did not provide any support data or evidence of comparison with other treatment centres to prove that they are the only treatment centre providing cure for all types of diseases through their treatment. In the absence of claim support data, the CCC concluded that the claim (in Marathi) as translated in English, “The only place to get cured from all types of malady permanently and with guarantee”, was not substantiated and is misleading by gross exaggeration. Specific to the claims implying cure for blood pressure, diabetes, kidney disease etc” by use of their medicine, by making reference to these diseases (*BP, Sugar, Kidney problems*) in the advertisement, the advertisement is in Breach of the law as it violated The Drugs & Magic Remedies Act (items 27, 9, and 22) The claim is misleading by implication that the advertised medicine (Shudh Sanjivan) cures all types of maladies. The claim also 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 Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1903-C.2603

COMPANY: Balaji Ayurved Bhavan

**Claims Objected To:**

1. Provide sure shot ayurvedic treatment.
2. Provide successful treatment of venereal diseases, lack of timing, childlessness, paralysis, white spots, sugar, H.I.V and cancer.

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 ayurvedic 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 (in Hindi) as translated in English, "Provide sure shot ayurvedic treatment", and "Provide successful treatment of venereal diseases, lack of timing, childlessness, paralysis, white spots, sugar, H.I.V and cancer", were not substantiated with supporting clinical evidence. The claims are misleading by gross 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 implying successful treatment for Venereal Diseases, Sexual Impotence, childlessness,, Paralysis, White Spots, Sugar and Cancer, the advertisement is in Breach of the law as it violated The Drugs & Magic Remedies Act (items 54, 45, 48, 39, 33, 9 and 6 under DMR schedule).The advertisement contravened Chapters I.1, I.4, I.5 and III.4 of the Code. The complaint was **UPHELD**.

1903-C.2606

COMPANY: Dr. Care Homeopathy

**Claims Objected To:**

1. Perfect treatment for incurable diseases
2. Treatment for Asthma
3. The visual (inhaler pump) in the advertisement together with claims made in the advertisement implies cure & Asthma

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 is promoting homeopathy treatment for the diseases claimed. However, the advertiser did not provide any details of the homeopathic treatment procedure, nor any details regarding the medicines and their approval status by the regulatory authorities. 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 (in Kannada) as translated in English, "Perfect treatment for incurable diseases" and "Treatment for asthma" were not substantiated with supporting clinical evidence, and are misleading by gross exaggeration. The visual (a man using inhaler pump) when read in conjunction with the claim "Perfect treatment for Incurable diseases" implies cure for Asthma which is also 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, I.5 and III.4 of the ASCI Code. The complaint was **UPHELD**.





The Advertising Standards Council Of India

1903-C.2609

COMPANY: Lord Dhanvantari Ayurvedic Hospital

**Claims Objected To:**

1. Cure arthritis and knee pain from the roots.
2. Cure chronic arthritis from the roots.
3. Knees will become straight like before with ayurvedic treatment.

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 ayurvedic treatment procedure for arthritis and knee pain, nor any details regarding the medicines, and their approval status by the regulatory authorities. The CCC concluded that the claims (in Hindi) related to cure of chronic arthritis and knee pain- "*Ghatiya vah ghutno ke dard ko kare jhard se khatm*", "*Ghatiya rog jhard se theek ho jaata hain*" and "*.... Hamari ayurvedic dava se ghatiya aevam ghutno ke Dard ke ..... Pehle se bhi jyada majboot ho jaate hain*", were not substantiated with supporting clinical evidence. Specific to the claims implying cure for rheumatoid arthritis, the advertisement is in Breach of the law as it violated The Drugs & Magic Remedies Act (item 43 under DMR schedule). The claims are misleading by gross exaggeration and exploits 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, I.5 and III.4 of the ASCI Code. This complaint was **UPHELD**.

1903-C.2610

COMPANY: R K Ayurvedic & Psoarisis Research Centre

**Claim Objected To:**

"Leucoderma caused by any reason can be cured with this leucokit medicine."

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 they were not aware of the Drug and Magic Remedies Act and assured to take cognizance of the same. The advertiser also mentioned that the patients using their kit have seen some positive results. They have procured license and permission from AYUSH for the Lucokit medicine used in their treatment. The advertiser further assured to avoid such objectionable claim in their future advertisements. In view of this assurance, the ASCI offered them the option of resolving this matter via Informal Resolution (IR) of complaint. However, as the advertiser did not provide the necessary undertaking within the stipulated timelines, the complaint was taken forward for CCC deliberations. 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 claim. The CCC observed that the advertiser did not provide product specific details of Lucokit medicine such as composition / licence / pack artwork or samples, nor any references from classical ayurvedic literature to support the claim. The CCC concluded that the claim, "Leucoderma caused by any reason can be cured with this leucokit medicine", was not substantiated with supporting clinical evidence of product efficacy. The claim is misleading by gross exaggeration and exploits the consumers' lack of knowledge, and is likely to lead to grave or widespread disappointment in the minds of consumers. Specific to the claims implying permanent cure for Leucoderma 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**.





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**1903-C.2611**

**COMPANY:** Dr. Dhillon's Clinic/ Dr. Dhillon

**Claims Objected To:**

1. Awarded by Indian Government.
2. Successful treatment of all sexual problems.

**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 used for treatment of sexual problems, and their approval status by the regulatory authorities. In the absence of comments from the advertiser, the CCC concluded that the claim, "Awarded by Indian Government", was not substantiated with a 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. Claim, "Successful treatment of all sexual problems." was not substantiated with supporting clinical evidence. The 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 as a result of the medicines being provided at their clinic, 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**.

**1903-C.2674**

**COMPANY:** Sai Homeopathic Store and Clinic

**Claim Objected To:**

"Successful treatment of chronic and complicated diseases- White Spots, Obesity, Sex Problems, Kidney stone, Paralysis, Arthritis, Asthma, Heart diseases, Blood Pressure, Diabetes"

**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 treatment procedure for the claimed diseases, 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, "Successful treatment of chronic and complicated diseases- White Spots, Obesity, Sex Problems, Kidney stone, Paralysis, Arthritis, Asthma, Heart diseases, Blood Pressure, Diabetes", 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 White Spots, Obesity, Sex Problems, Kidney stone, Paralysis, Arthritis, Heart diseases, Blood Pressure, Diabetes", by providing medicines, the advertisement is in Breach of the law as it violates The Drugs & Magic Remedies Act, (items 33, 38, Section 3(b), 22, 39, 43, 26, 27, and 9 under DMR Schedule). The advertisement contravened Chapters I.1, I.4, I.5 and III.4 of the ASCI Code. The complaint was **UPHELD**.





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1903-C.2735

**COMPANY:** Charak Pharma Pvt. Ltd

**PRODUCT:** Kofol Chewable Tablets

**Claims objected to:**

1. Instant relief
2. Trusted by Doctors
3. Safe for children

**Complaint:**

1. Please substantiate claims 1, 2 and 3 with claim support data. The claim support data should not be internal or based on studies commissioned by Charak Pharma Pvt. Ltd.
2. Ref. to claim 2, we would like to quote an ASCI decision regarding an advertisement of Medispa Laser and Cosmetic Surgery Centre in Aug-Sept 2018. CCC concluded that the claim “Reliable and trusted by more than 100 doctors for their own hair transplant? Was inadequately substantiated and is misleading by exaggeration and implication. Similar claim is made in this advertisement.
3. Ref. to claim 3, we would like to quote an ASCI decision regarding an advertisement of Dhunseri Tea & Industries Limited – Lal Ghoda Tea and Kala Ghoda Tea in the month of November 2018. CCC concluded that the claim “Completely safe and healthy tea for children? Was not substantiated, is misrepresentation of facts. The claim as well as depiction of young children shown in the print advertisement is misleading by exaggeration, and exploits consumers’ lack of knowledge. The advertisement contravened Chapters I.1, I.4 and I.5 of the ASCI Code. The complaint was UPHELD. Similar claim is made in this advertisement. 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 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 an exhaustive response. As claim support data, the advertiser submitted testimonials of 25+ doctors from across the country, product label, product composition details, toxicity study, efficacy details of the product in both adults and children.

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 copy of the product license was not provided. Several certificates of use or prescription by the doctors have been provided which also include at times the use of Kofol Syrup which seems to be a different product in the liquid form. Two clinical study reports have been submitted. One about efficacy in sore throat without any authentication or even a signature of the investigator. The second of randomized controlled clinical trial in children is by an individual practitioner; a post graduate in Ayurved.

Claim – “Instant Relief” - The advertiser stated that due to well known herbal ingredients present in the chewable tablet, instant relief from symptoms of sore throat and cough reflex can be obtained. The CCC observed that the product composition details made available by the advertiser is based on textual usage as per AFI. Further, usage of composition extracts have been mentioned in the toxicological studies. The CCC concluded that the claim, “Instant Relief”, was inadequately substantiated nor has been justified or clinically validated in either of the studies provided by the advertiser, and is misleading by gross exaggeration.

Claim – “Trusted by Doctors” – The advertiser submitted that the product since its launch has been well accepted by the doctors due to its taste, instant relief and portability. Further, the advertiser submitted testimonials of 25+ doctors from across the country who had used the said product for themselves and their patients, including children. The CCC observed that though the certificates were provided by individual practitioners, some of the testimonials mention Kofol Syrup while the claim under question is for a tablet. Further, the data provided was not adequate on a statistically





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significant representative sample size to conclusively prove the claim. Based on this observations, the CCC concluded that the claim, “Trusted by Doctors”, was inadequately substantiated and is misleading by ambiguity.

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

Claim, “Safe for children” – The advertiser stated that the product was made from commonly used Indian spices and is an ayurvedic formulation approved by the AYUSH, Ministry of India. The CCC observed that the advertiser substantiated the claim by providing a copy of a randomized controlled clinical trial in children conducted by an individual practitioner. Further, the toxicological studies as well as the composition report substantiated the claim of the product being safe for children. Based on this observation, the CCC concluded that the claim, “Safe for children”, was not objectionable. This complaint was **NOT UPHELD**.

**1902-C.2580**

**COMPANY:** Happymate Foods Limited

**PRODUCT:** Xplor Organic Lemon Grass Herbal Tea

**Claim Objected To:** “100% Organic”

**CCC RECOMMENDATION:** **UPHELD**

The ASCI approached the manufacturer (Sastasunder Marketplace Limited) for their response in addressing the objection raised in the complaint. The manufacturer was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail but replied that they are a digital healthcare platform with free home delivery, and are not related to the marketing and the manufacturing of the product. They also informed that ASCI letter has been forwarded to the marketer of the product (Happymate Foods Limited).

Subsequently, the marketer submitted their written response. They stated that the advertised product prior to marketing and advertising was verified and certified as 100% organic. Happymate Foods Limited provided copies of certificate issued by SGS India Pvt Limited in accordance with the requirements of India’s National Programme for Organic Production Standards, as claim support data.

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 Technical expert presented at the meeting. The CCC observed that the parties (manufacturer and the marketer) failed to furnish their FSSAI licences. While Happymate Foods Limited failed to furnish their Organic Certification License, the CCC observed that Sastasundar Healthbuddy Limited, Kolkata has an Organic Certificate for the advertised product but the product is under a subcontract and the manufacturer’s name was not disclosed by M/s. Sastasundar Healthbuddy Limited. Further, the advertiser failed to furnish the subcontract details of the manufacturer along with the Organic Certification of manufacturer. Based on these observations, the CCC concluded that the claim, “100% Organic”, 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**.





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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)	Claim/S Objected To	Remarks (Clause Applicable)
1	<b>GAMA (DMR Preview)</b> Kerala Ayurveda Limited Ajax Capsule	<p>1. Ajax Capsule is a unique proprietary formulation specially designed for improving male sexual vigor and vitality. With the combination of notable Vaajikarana &amp; Rasayana herbs like Kapikachh (Mucuna prurita), Talamuli (Curculigo orchioides), Ashwagandha (Withania somnifera), Kokilaksha (Asteracantha longifolia) &amp; Gokshura (Tribulus terrestris) along with one of the essential elements, Zinc (Yashad Bhasma), it helps to arouse sexual instinct, enhances the libido, reduces premature ejaculation, boosts strength &amp; stamina and helps maintain sustained penile erection.</p> <p>2. A unique formulation specifically meant for inducing venereal desire, increasing pleasure and performance, Ajax capsule helps improve production of sperms, relieves anxiety and stress associated with sexual performance, thereby providing an improved sexual act and a blissful sexual life.</p> <p>3. Improves Libido &amp; Stamina</p> <p>Objection- The visual on the product pack read in conjunction with the claims imply that the product is meant for the enhancement of sexual pleasure. <a href="https://www.keralaayurveda.biz/product/ajax-capsule/">https://www.keralaayurveda.biz/product/ajax-capsule/</a></p>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) DMR Schedule
2	<b>GAMA (DMR Preview)</b> Himland Herbs Mfg. Co/ Full Knight Gold Capsules & Tilla	<p>1. Impotency sexual disorder 2. Depressed libido</p> <p>Objection- Name of the product (Full Knight Gold Capsules &amp; Tilla) and visual on the product pack read in conjunction with the above indications imply that the product is meant for the enhancement of sexual pleasure. <a href="http://himlandherbs.com/fullknight-2/">http://himlandherbs.com/fullknight-2/</a></p>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule Sexual Impotence-Item No.45, DMR Schedule

3	<b>GAMA (DMR Preview)</b> Himland Herbs Mfg. Co./ Mahagold Capsules & Tilla	1. Capsules Indications - a) Impotency sexual disorder b) Depressed libido  2. Tilla Indications - a) For shape, size, growth of penis. b) Improves sexual potency and sexual power gives muscular and nervine strength to the penis. c) Improves unsatisfactory erection and early ejaculation and increase excitement and confidence during intercourse.  <a href="http://himlandherbs.com/mahagold/">http://himlandherbs.com/mahagold/</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR  Schedule Sexual Impotence-Item No.45, DMR Schedule
4	<b>GAMA (DMR Preview)</b> Oshid Pharmaceuticals Pvt Ltd./ Hero No.1 Plus Capsules	1. Male sexual aphrodisiac that will impart you Stallion like vigour and increase the pleasure of sexual union 2. Cures impotence 3. Increases stamina & reduces sexual fatigue 4. Increases sex drive and libido  Objection- The visual on the product pack read in conjunction with the claims imply that the product is meant for the enhancement of sexual pleasure. <a href="http://www.oshidpharma.com/index5140.html?cat=25">http://www.oshidpharma.com/index5140.html?cat=25</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR  Schedule Sexual Impotence-Item No.45, DMR Schedule
5	<b>GAMA (DMR Preview)</b> Oshid Pharmaceuticals Pvt Ltd/ Boubs 36 Oil & Boubs 36 Capsules	1. This Oil promote healthy breast tissue development 2. Keep the breasts firm, they visibly enhance and uplift sagging breasts  Objection- Name of the product (Boubs 36 Oil & Boubs 36 Capsules) and visual on the product pack read in conjunction with the claims imply that the product is meant for breast enhancement. <a href="http://www.oshidpharma.com/index667c.html?cat=43">http://www.oshidpharma.com/index667c.html?cat=43</a>	Form and structure of the female bust Item No.21-DMR  Schedule

6	<b>GAMA (DMR Preview)</b> Oshid Pharmaceuticals Pvt Ltd./ Hi Power Capsules	1. Hi-Power No 1 supplement for Height growth 2. Grow taller, Increase Height with the most potent Increase Height formula on the market today worldwide with results that are guaranteed for Children and adults of 7 years and upwards  Objection- The visual in the product packaging read in conjunction with the claims objected to imply that the product is meant for increase in height. <a href="http://www.oshidpharma.com/index2d79.html?cat=26">http://www.oshidpharma.com/index2d79.html?cat=26</a>	Stature of Person Item No. 47- DMR Schedule
7	<b>GAMA (DMR Preview)</b> Oshid Pharmaceuticals Pvt Ltd./ Shilaji Power Plus Syrup	1. Increase in sexual potency: it strengthens the male reproductive systems, increases libido and helps avoid impotency and premature ejaculation 2. Prevents and cures diabetes  Objection- The visual on the product pack read in conjunction with the claims imply that the product is meant for the enhancement of sexual pleasure. <a href="http://www.oshidpharma.com/shilaj_itsyrup.html">http://www.oshidpharma.com/shilaj_itsyrup.html</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule  Sexual Impotence-Item No.45, DMR Schedule Diabetes -Item no- 9 DMR Schedule
8	<b>GAMA (DMR Preview)</b> Oshid Pharmaceuticals Pvt Ltd./Stamin Capsules & Oil	1. Increases sexual power and erection 2. Increases Vigour & Vitality 3. Depressed libido 4. Sexual weakness 5. Functional impotence 6. Unsatisfactory sexual performance 7. Unsatisfactory erection. <a href="http://www.oshidpharma.com/indexa88f.html?cat=36">http://www.oshidpharma.com/indexa88f.html?cat=36</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) - DMR Schedule Sexual Impotence-Item No.45, DMR Schedule

9	<b>GAMA (DMR Preview)</b> Arryan Laboratory/ Vigor Musli Powder	1. A complete solution for the sexual problems which will give you extra power, satisfaction and pleasure and rectify any sexual disease if you have 2. Extreme Herbal Aphrodisiac formula for Men and Women 3. Increases sexual desire & Increases libido for Men & Women 4. Increases sexual confidence for men 5. Provides full sexual satisfaction throughout the sexual act for Women 6. Yearlong action with the same intensity.  <a href="http://www.vigormuslipower.com/products.html">http://www.vigormuslipower.com/products.html</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) DMR Schedule
10	<b>GAMA (DMR Preview)</b> Pious Ayurveda/A donis Oil	Penis Enlargement Oil- Powerful Herbal Oil Formulation to tone up and strengthen the penile tissue Objection- The visual on the product pack read in conjunction with the claim imply that the product is meant for the enhancement of sexual pleasure. <a href="https://www.piousayurveda.com/adonis-oil.html">https://www.piousayurveda.com/adonis-oil.html</a>	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) DMR Schedule
11	<b>1903-C.2834</b> Maruthua Pharma / Panja Jeeraka Gudam	1. If you are a girl, you need good body shape & beauty 2. Maruthua Pancha Jeeraka Gudam, girl gets good body shape through Ayurveda  <u>Objection:</u> The visual in the advertisement when read in conjunction with the claims in the advertisement implies that the product is meant for breast enhancement.	Form and structure of the female bust Item No.21-DMR Schedule
12	<b>W (DMR Preview)</b> Sex Samasya	Claims:- 1. Increases sex time according to wishes. 2. sureshot treatment for people from 18 to 80 years The visual in advertisement when read in conjunction with the claims made in the ad implies the product is meant for sexual enhancement.	The maintenance or improvement of the capacity of human beings for sexual pleasure, Section 3(b) DMR Schedule



## The Advertising Standards Council Of India

1903-FTC.22

COMPANY: ARG OUTLIER MEDIA (Republic TV, Republic Bharat)

### NATURE OF COMPLAINT

Fast Track Complaint received against the Ad-Promotional Videos of “ARG Outlier Media - Republic TV, Republic Bharat”, from TV18 Broadcast Limited.

This Complaint is regarding the blatant telecast of misleading and factually incorrect promotional videos on the Channels (hereinafter referred to collectively as "Impugned Advertisements") relating to leadership claims made by the Republic Network. We say that the Impugned Advertisements relating to the leadership claims played and published by the Republic Network are nothing but a clear violations of the applicable guidelines issued by Broadcast Audience Research Council of India ("BARC") and the guidelines issued by the Advertising Standards Council of India ("ASCI") from to time.

It is a well-established norm and common knowledge that as per "BARC India Ratings — Principles of Fair and Permissible Usage" ("Fair Usage Guidelines"/"BARC Guidelines"), the TG, Market and Time Period selections ("Source-Line") for any claim of leadership should be validated as per the BARC Guidelines. Further, as per the ASCI Guidelines, where advertisement claims are expressly stated to be based on or supported by independent research or assessment, the source and date of this should be indicated in the advertisement/promotional material. On account of the aforesaid, the prevalent industry practices and the BARC Guidelines, the Source-Line is always required to be shown displaying therein at least four consecutive weeks of data and four consecutive clock hours data measured across four consecutive weeks. The Channels are making fraudulent and misleading claims without any Source-Line or any other substantiation that is nothing but a wilful violation of the Fair Usage Guidelines and ASCI Guidelines. At the risk of sounding of repetitive, we state that it is a well-established norm that as per the "BARC Guidelines", the period of comparison for any claim of leadership should cover at least four consecutive weeks of data. However, the Republic Network's claim of being the "India's No. 1 News Network" with "18.4 Cr Viewers" seems to be based on 1 week data i.e. Week 10 data and not four consecutive weeks of data as prescribed by BARC thereby clearly violating the BARC Guidelines. Some of the claims made by the Republic Network in the Impugned Advertisements are listed below:

a. On Republic TV Channel:

"All India Number 1 in Viewership" - Republic TV Republic Bharat  
"All India Number 1 in Reach" - Republic TV Republic Bharat  
"All India Number 1 in Ratings" - Republic TV Republic Bharat  
"All India Number 1 in Impact" - Republic TV Republic Bharat  
"Republic Media Network" "India's No. 1 News Network" "184 Million Viewers"  
"Super Lead For Republic TV in Week 96"  
"10% Lead For Republic TV On The Top"  
"Unbeatable Gap In Now In Week 96"  
"96 Weeks And Republic TV Unbeatable"  
"India's No. 1 News Network - 18.4 Cr Viewers"  
"Republic Bharat - Darshakon Ka Pasandeeda Channel No. 2"  
"Republic Bharat Ke Darshakon Ki Sankhya 13.8 Crore Pahuchi"

b. On Republic Bharat: "News Network No. 1"

"13.8 Crore Darshak"

"Darshakon Ki Pasand Mein No. 2"





## The Advertising Standards Council Of India

Attached herewith and marked as Annexure - A (Collectively) to this Complaint is a list of the screengrabs and video shots published by the Republic Network.

It is further submitted that with the TRAI new tariff order taking effect, BARC has informed all the subscribers that given the changes taking place on ground the viewership numbers will be volatile and unpredictable, because of which while BARC is releasing the viewership ratings to subscribers, it is temporarily stopping publishing of viewership numbers to the press and in public domain till the situation on ground settles. BARC has further informed the subscribers that as the leadership of the channels is likely to be impacted by on - ground instability, data during this period is likely to be volatile and hence any public communication and/or leadership claims would not be as per BARC Guidelines. BARC has accordingly put a temporary restriction on public usage of viewership of data for publicity/communication/leadership claims with effect from Week 6, 2019 i.e. February 2, 2019. The said advisory has also been shared with ASCI.

It is submitted that despite receiving this advisory from BARC, Republic Network in gross violation of the advisory and the BARC Guidelines has gone ahead and released the misleading leadership claims to the public and thereby trying to gain unjust advantage over the competing news channels including the ones operated by the Complainant.

A copy of the email received from BARC communicating the above advisory to its subscribers is annexed herewith as Annexure B.

The ulterior intent of Republic Network in displaying/playing the Impugned Advertisements cannot be in doubt as they are evident on the face of it. What is interesting is also the fact that the Impugned Advertisements that have been published are without providing any Source-line or justification whatsoever. We submit that it is not a defence to hide or seek umbrage under such acts being excusable on account of creative liberty. This is in fact nothing but utter disregard to and contempt of the Fair Usage Guidelines and the ASCI Guidelines, issued from time to time.

A perusal of the BARC data shows that other news networks including the News18 Network operated by the Complainant are in fact much ahead of the Republic Network. The Republic Network has clearly sought to deceive the public at large.

We strongly condemn the repeated and consistent attempts by the Republic Network to try and show other news networks in poor light. Please note that despite the repeated attempts of the Republic Network, it is an undeniable fact that the News18 Network is the preferred news network in the First 10 weeks of 2019 as per BARC data. We reserve the right to submit necessary data with ASCI during our personal hearing.”

### **FTCP RECOMMENDATION: UPHELD**

The Complainant as well as the Advertiser representatives were given the opportunity for personal hearing with the Technical expert and the ASCI Secretary General. Data submitted by the complainant and the advertiser was reviewed by the technical expert.

The FTCP reviewed the channel promo videos, and noted the Advertiser’s written response. The details of the complaint and the rationale for claim support was taken into consideration.

The FTCP concluded as follows –

"India's No. 1 News Network" with "18.4 Cr Viewers" "*184 Million Viewers*"

The advertiser asserted that they have used only one week data (BARC Wk. 10'19) for the promotional purpose; as it has taken them over 5 weeks to ensure full availability in their addressable market.





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The FTCP noted that the advertiser has selectively picked only a subset of channels of their competitive networks and describes these subsets as the “network”. However, comparison among networks should include all channel under the common corporate umbrella. Selectively picking and choosing amounts to transgressing Chapter IV.1 (a) and (b).

The FTCP noted that BARC has informed all the subscribers that given the changes taking places on ground the viewership numbers will be volatile and unpredictable, while BARC is releasing the viewership ratings to subscribers, it is temporarily stopping publishing of viewership numbers to the press and in public domain till the situation on ground settles. BARC has further informed the subscribers that data during this period is likely to be volatile and hence any public communication and/or leadership claims would not be as per BARC Guidelines. BARC has accordingly put a temporary restriction on public usage of viewership of data for publicity/communication/leadership claims with effect from Week 6, 2019 i.e. February 2, 2019.

The advertiser acknowledged during their personal hearing of being aware of the above BARC advisory and assured to adhere to the same.

The FTCP concluded that the claims "India's No. 1 News Network" with "18.4 Cr Viewers" "*184 Million Viewers*" were false and misleading. The TV promo was not accompanied with any disclaimer to indicate the source of claim. The TV promo was in contravention of BARC advisory as well as Chapter I.1, I.2, I.4, I.5 and IV. 1 (a) and (b) as well as ASCI guidelines on disclaimers. This complaint was **UPHELD**.

The advertiser representatives during their personal hearing confirmed that the TV promo was a one time telecast and has been discontinued. The FTCP noted compliance by the advertiser.

### 1903-IRP.24

**COMPANY:** Colgate – Palmolive (India) Limited

**PRODUCT:** Colgate Dental Cream Toothpaste

#### NATURE OF COMPLAINT (1812-FTCC.17):

Fast Track Complaint received against the YouTube advertisement (<https://www.youtube.com/watch?v=iAkeDE3LB2k>) and Product Packaging of “Colgate-Palmolive (India) Ltd – Colgate Dental Cream Toothpaste”, from Hindustan Unilever Limited.

In particular, our objections are to following claim which is being made in the Advertisement:

“Bilkul doodh ki tarah Colgate Strong Teeth natural Calcium badhata hai aur aapke datonko banata hai aandar se strong”

We are also wanting to bring to your attention that the Advertiser is making an absolute claim “Banaye daant andar se strong” which is not only misleading the consumers but also detrimental for competition. The details of the digital pages are attached herewith as Annexure “C”.

Before filing this Fast Track Complaint, we have also raised our concerns with the Advertiser vide our letter dated 22 November, 2018, however by issuing a vague and unsatisfactory reply dated 4 December, 2018, the Advertiser avoided answering the queries raised by us thereby making us strongly believe that the claims made in the Advertisement are untrue and lacks substantiation. The letter dated 22 November, 2018 issued to Advertiser and its response dated 4 December 2018 are attached herewith and marked as Annexure “D” and “E” respectively.

#### PART A

Firstly we would like to draw your attention to the comparison made by the Advertiser in the Advertisement, i.e. the statement “bilkul doodh ki tarah” (it acts just like milk) and corresponding visuals shown in the Advertisement.





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By comparing the benefit which the Product might be capable of delivering with the benefits milk provides and making such a comparison, the Advertiser is not only misleading the consumers at large to believe that the Product, which is a rinse off product, works in the same way as milk works (upon consumption) by strengthening teeth and bones from within and also drawing an unfair advantage over other competitors.

There is no known mechanism of toothpaste delivering Calcium to the teeth through absorption mechanism in blood or by any other manner which can be compared with that of calcium delivered by milk. The mechanism of absorption of Calcium is explained in "The Bioavailability of Dietary Calcium" which is attached herewith as Annexure "F".

It is pertinent to mention here that the Advertiser is not only depicting in the Advertisement that benefit similar to that of milk's will be delivered by the Product, but also by depicting that such benefits are being delivered to child's teeth, misleading consumers that the Product works similar to milk during child's growth years.

We would now like to draw your attention to a particular section of the Advertisement which is depicting that one brush length of the Product contains same amount of calcium as that of one glass of milk.

Based on scientific literature it may be presumed that milk can contain upto 119 mg calcium per 100 g.

It is submitted that the level of available calcium from a brush length of toothpaste will be much less given the low solubility of Calcium carbonate. Considering a solubility of 15 mg/litre for Calcium carbonate, the calcium available from a brush length (Generally considered to be 1.5 g max) will be around 6 mg only. The detailed calculation explaining the same is attached herewith and marked as Annexure "H".

This Advertisement is misleading consumers by making them believe that brushing with one brush length of the Product will give them the same amount of calcium as that of a glass of milk and thus strengthen teeth from within.

Before we conclude our submissions as regard this particular claim made by the Advertiser, it is important to bring to your kind attention the disclaimer, the Advertiser has added in the concerned frame, i.e. "Rachanatmak Prastuti. Colgate Dental Cream fluoride action dwara laar se natural calcium badhane main madad karti hai". Thus it can be seen that the claim and depiction in the Advertisement and the disclaimer is totally contradictory and proves that there is no comparison, much less any similarity in the mechanism the toothpaste might work upon application and the way milk works upon consumption.

### PART B

As regard the claim, "Colgate Strong Teeth Natural Calcium Badhata Hai" (Colgate Strong Teeth increases Natural Calcium), we would like to submit that this claim as well is highly misleading since it implies that the product adds natural calcium and it is this 'Natural calcium' that is increased. The mechanism in which consumption of milk works in depositing the calcium has been explained hereinabove and thus unless the Advertiser substantiates that the Product is capable of working in similar manner and can provide similar benefits, the claim is totally misleading.

It would not be out of place to mention here that the claim "NATURAL CALCIUM" it is also being made on the Product in the prominent manner thereby giving an impression that the Product has NATURAL CALCIUM, which is totally false.

It may be noted that the Advertisement has disclaimed the claim as "Rachanatmak Prastuti. Colgate Dental Cream fluoride action dwara laar se natural calcium badhane main madad karti hai", thereby implying that it is a "Creative representation" and it means that the Product helps increase natural calcium from saliva through its fluoride action. Thus it is admitted by the Advertiser in the Advertisement that the Product does not have any natural calcium, nor can it work in any similar manner milk works and accordingly the claim made by the Advertiser that "Colgate Strong Teeth natural calcium badhata hai" and the comparison with milk is grossly misleading.

Lastly, we would also like to raise our objection that since source of calcium for Colgate Dental Cream Toothpaste is Calcium Carbonate (as mentioned in the ingredient list on the pack), the Advertiser shall be asked to substantiate that such Calcium Carbonate is natural as per the ISO/FDIS 16128-1. The standard "ISO/FDIS 16128-1" is attached herewith and marked as Annexure "I".





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### PART C

Firstly, it is not clear what does “makes your teeth strong from within” refers to and it is unclear on what part of the tooth is strengthened from within? The tooth comprises of Enamel, Dentin, Cementum as illustrated by the image below. What is being understood by the claim that the Product will make teeth stronger from within, i.e. from nourishing them from roots of the teeth and the action will be inside-out and not merely superficial. It is submitted that no toothpaste is capable of delivering such a benefit.

Further in the context of the comparison with milk, it would appear that the toothpaste works like milk and thus makes teeth stronger from within by enabling the deposition of calcium in the blood and then it is directly contributing to strengthen teeth.

Having shown that none of the Claim statements are true and capable of being substantiated, we would like to submit that the claim “Bilkul doodh ki tarah Colgate Strong Teeth natural Calcium badhata hai aur aapke datonko banata hai aandar se strong” and corresponding visuals in the Advertisement are clearly creating an impression that: The Product works similar to that of milk;

The Product has natural calcium;

The Product increases natural calcium just like milk;

The Product contributes in strengthening teeth just like milk by increasing the natural calcium in the body in the fashion similar to that of milk.

It is important to bring to your attention that the above mentioned claims as made by the Advertiser across all media and the additional claim of “Natural Calcium” are also being made on the label of the Product and it is submitted that in the consumer interest the Advertiser shall be asked to discontinue any and all such claims which cannot be substantiated by it from all media and pack label at the earliest.”

### **IRP RECOMMENDATION: UPHELD**

Heard the Learned Representatives of ‘Colgate-Palmolive (India) Ltd’ represented by Mr. Surender Sharma, Director Legal Sec & Corporate Affairs, Ms. Sharda Ganesh, Technology Manager and Mr. Sandesh Kasabe, Asst. Manager Legal (Advertisers) who are the manufacturers of ‘Colgate Dental Cream Toothpaste’ and Mr. Harshal Marathe, Legal Manager, Mr. Partha Sarathi Mitra and Ms. Srivastava (Complainants) at length.

The Advertiser of “Colgate Strong Teeth” has filed this IRP proceedings, aggrieved by the Order of FTCP dated 19th December, 2018.

Heard the Representatives of the Advertiser and the Representative of the Complainant at length. Visually saw the YouTube advertisement and packaging.

FTCP considered the claim “Bilkul Dooth ki tarah” and visual representation of numerical equivalence of calcium in both (milk and CDC) and the comparison of action of CDC with that of milk to be incorrect as the mechanism of action in each case is entirely different.

FTCP also found that the claim “Natural Calcium” on the front of the Pack and the Disclaimer mentioning “Helps to add Natural Calcium”, is highly misleading as the Advertiser had admitted that it refers to the Calcium present in the Saliva and is not with respect to Calcium Carbonate, whereas such reference is missing on pack.

It was contended on behalf of the Advertiser, that Colgate used the analogy “Just Like Milk” to creatively illustrate the end benefits of Calcium delivery to the enamel by brushing with Colgate Strong Teeth in the same manner as milk provides Calcium to the body.

However, the Advertiser was candid enough to admit that Fluoride in the toothpaste helped to deliver natural Calcium which is present in the saliva to strengthen it, and not the Calcium content in the toothpaste.





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The Advertiser also referred to various studies to contend that Fluoride action on the Saliva helps return natural Calcium from Saliva to the mineral deficient enamel through the remineralisation process.

The Advertiser also strongly relied upon the Delhi High Court Judgment in Havells India Limited & Anr V/s. Amritanshu Khaitan and Ors. reported in 2015 SCC Online Del 8115 in support of their contentions.

It was contended on behalf of the Complainant that “Bilkul Doodh Ki Tarah” and showing a glass of milk in the advertisement will mislead the consumers into believing that use of Colgate Strong Teeth Toothpaste will have the same effect like consuming milk. Futhermore, they stated that any analogy should not confuse or mislead by showing incorrect comparison.

The Complainant also submitted that “Colgate Strong Teeth Natural Calcium Badhata Hai” is highly misleading, as the claim implies that the Product adds Natural Calcium, hence, Natural Calcium increases in the teeth. It was also pointed out that the Calcium in the Saliva alone helps remineralisation of the enamel. The data presented by the advertiser is a surface phenomenon, being restricted to only 1/200 th depth of the enamel layer, which is the outer portion of 2 to 3 mm within the tooth structure.

The Complainant pointed out that “Makes your teeth strong from within” is untrue and false, as no toothpaste can penetrate and go within the tooth via tooth pulp or blood vessel.

The Complainant also pointed out that the Disclaimer is contrary to the above claims. It mentions through Fluoride action natural Calcium is increased. It does not mention that Fluoride helps the remineralisation of the enamel of the tooth, by drawing Calcium from the Saliva.

After hearing all the parties at length, and after perusal of various studies produced by the Advertiser, it is explicitly clear that the Fluoride action on the Saliva helps return of natural Calcium from Saliva to the mineral deficient enamel through the remineralisation process.

The Advertiser in its own submissions in this IRP proceedings in paragraph No. III, Sub Paragraph No. 4(d) has clearly stated that, “It should be noted that natural Calcium from Saliva returns Calcium to the demineralised zone beneath the surface of the enamel, hence, natural Calcium from Saliva can help repair the tooth from within”.

Therefore, it is explicitly clear that the Toothpaste does not add or increase natural Calcium from within the tooth.

Similarly, in paragraph No. III, Sub paragraph No. 4(n), the Advertiser admits that “Fluoride in the paste, helps to add Calcium to the tooth by utilizing the Calcium found naturally in the Saliva”.

The Advertiser’s contention that Milk is shown as an analogy to show how the Toothpaste increases the Calcium in the tooth, cannot be sustained at all, as it is highly misleading.

There is no dispute scientifically, no toothpaste can increase Natural Calcium. Even the small quantity of Calcium in the toothpaste is not ingested in the body, hence, it cannot be compared with milk which provides Calcium after ingestion.

The Delhi High Court Judgment in Havells India Limited & Anr V/s. Amritanshu Khaitan and Ors. reported in 2015 SCC Online Del 8115 has held that:-

“Wherein the Defendant Eveready LED Bulb compared its product with Havell’s LED Bulb, and claimed to be superior and that the advertisement was disparaging.”

There is no comparison with a Competitor’s product or disparagement, hence, the above Judgment has no application in the instant case.

Under the aforesaid facts and circumstances, the IRP proceedings has no merit and substance, hence, stands dismissed.

The Findings and the Orders passed by the FTCP are fully upheld.





## The Advertising Standards Council Of India

**1903-IRP.25**

**COMPANY:** Ceat Limited

**PRODUCT:** Ceat Milaze X3

**NATURE OF COMPLAINT (1811-C.1896):**

**Claim Objected to:**

“The 1 lakh KM\* tyre”

**Complaint:**

“Ceat Milaze X3 tyre ad claiming 1 lakh km tyre life. Exaggeration of claim by CEAT Milaze X3. This is to bring to your notice the advertisement for the Ceat Milaze X3 tyre claims that the tyre will give a life of 1 lakh kms which I think is not achievable in real world Indian driving conditions. The fine print at the bottom of the ad mentions some tests but there is very little concrete evidence to back up this very tall and unbelievable claim. We request you to take appropriate action against the advertiser and ensure that this deceitful ad misleading the public is not published”

**IRP RECOMMENDATION: NOT UPHELD**

Heard the Learned Representatives of ‘Ceat Limited’ represented by Mr. Kurian Joseph, VP Legal, Mr. Nitish Bajaj, Sr. VP Marketing, Mr. Renji Issac, VP Product Development and Mr. Amit Tolani, VP Marketing (Advertisers) who are the manufacturers of ‘Ceat Milaze X3’ at length. The Complainant chose not to attend the hearing. Perused various Test reports produced by the Advertiser.

The Advertiser has filed this IRP proceedings, aggrieved by the recommendation dated 17th January, 2019 passed by the CCC, whereby the CCC has concluded that the Claim “The 1 Lakh km tyre” was inadequately substantiated and is misleading by exaggeration. Hence the Advertisement contravened Chapters 1.1, 1.4 and 1.5 of the ASCI Code.

The Advertiser pointed out that “Apollo Amazer 4G Life” claims “Runs upto 1,00,000 kms”. Similarly Good Year DuraPlus claims “Lasts upto 1,00,000 kms or more”.

The Advertiser also produced various Test Reports to justify the Claim. A test Report whereby four different vehicles were made to run 450kms consisting of City Roads, Highways, Hilly Roads and Village Roads. Based on the wear and tear and by projection, it was found that the tyres will last beyond 1,00,000 kms.

The Advertiser also produced a Test Report of four Etios cars running in Four different Cites, Bangalore, Delhi, Baroda and Jaipur on an average of around 40,000kms, and based on wear and projection, the figures were between 1,10,000 kms and 1,25,000 kms approximately.

Similarly in another Test Report produced by Advertiser with regard to four Innova cars running in Four different Cities, Baroda, Jaipur, Kanpur and Bangalore, the actual kms covered were between 79,000 and 1,01,000 and on projection based on wear and tear, the figures were kms 1,06,000 to 1,71,000.

Over and above the Advertiser has also agreed to display a proper Disclaimer containing the following in the Advertisement, “Projected Mileage based on controlled tests on Indian Roads”.

Under the above facts and circumstances, it is clear that the Advertiser has produced sufficient test materials to justify and substantiate its Claim of 1,00,000 Kms. The Advertiser has also agreed to display the above Disclaimer.

Under these circumstances the recommendation dated 17th January, 2019 of the CCC is set aside.

The Review is accordingly allowed.

