

ASCI wins Gold at Global EASA Best Practice Awards 2016

The European Advertising Standards Alliance (EASA) Global Best Practice Gold Award was presented to The Advertising Standards Council of India (ASCI) at the EASA's bi Annual meeting in Athens for the "ASClonline" Mobile App.



ASCI Secretary, Ms. Shweta Purandare representing ASCI at EASA's Best Practice Awards 2016 during their Biannual Meetings in Athens.

Mumbai, May 24th, 2017: The Advertising Standards Council of India (ASCI) has bagged the Gold Award for their Mobile App "ASClonline" to receive consumer complaints against false advertisement at the Global EASA Best Practice Awards 2016 held in Athens on 8th May 2017. The Indian self-regulatory body was awarded the prestigious prize for launching the best initiative globally providing "Prompt and efficient complaint handling at no cost to the consumer".

In June 2015 ASCI launched its Consumer Complaint Mobile App – ASCIonline to provide easy and convenient access for lodging complaints, increasing ASCI's reach across India. With a catchy slogan 'Snap It and App It', the App lets consumers' flag complaints against offensive/misleading/vulgar advertisements. For every complaint, they get real-time auto updates within the App every time the status of the complaint is changed as per progress of the complaint. Keeping the design and interface uncomplicated, clean and user-friendly, ASCI has ensured to rightly "M(obile)-Power" consumers providing the utility to voice against misleading advertisements at their fingertips! This FREE App is available on android and iOS platforms, continues to contribute upto 10% in the total number of complaints received even today.



Mr. Srinivasan K. Swamy, Chairman, ASCI, elated with this achievement said, *“We are delighted to receive this esteemed honour from EASA for recognizing our efforts towards strengthening ASCI’s role in self-regulation in the country. Continuing with the mission to protect consumers’ interest, ASCI embraced technology to connect with the consumers and curb misleading advertisements. This pathbreaking initiative has spurred expand ASCI’s reach significantly across many smaller cities and towns. The App was also referred to by Government Departments in India and appreciated for the pro-activeness of ASCI. After three successive wins in the past, acquiring another Gold has further provided cognisance for the SRO on an International platform as well.”*

Adding to the global recognitions, ASCI is now a part of the Executive Committee of International Council on Advertising Self-Regulation (ICAS), which unites global Self-Regulatory Organisations (SROs) and international Industry Associations to form a powerful body that will facilitate the establishment of new SROs in emerging markets, help empower them and provide a platform to discuss and work on solutions regarding the global challenges faced for self-regulation in advertising.

About EASA's Best Practice Awards

The EASA Best Practice Awards are presented each alternative year to self-regulatory organisations that have effectively implemented an element of the EASA Best Practice Model – a set of operational standards for advertising standards bodies. The jury is composed of representatives from the advertising industry associations (advertisers, agencies and media) who are members of EASA.

About EASA

The European Advertising Standards Alliance (EASA) is a non-profit organization based in Brussels and is the single voice of advertising self-regulation in Europe. It acts as the European coordination point for advertising self-regulatory bodies and systems across Europe. EASA also brings together SROs from European countries as well as SROs in India, Canada, Brazil, South Africa, Australia and New Zealand.

About The Advertising Standards Council of India (ASCI)

The Advertising Standards Council of India is a self-regulatory organization for the advertising industry to promote, maintain, monitor and uphold fair, sound, ethical and healthy principles and practices of advertising for the protection of interest of consumers and the general public. Established in 1985,





ASCI's role has been acclaimed by various Government agencies. The Govt. bodies including the Department of Consumer Affairs (DoCA), Food Safety and Standards Authority of India (FSSAI) and Ministry of AYUSH have partnered with ASCI to address all misleading advertisements in their respective sectors. The Supreme Court of India in its recent judgement has also affirmed and recognized the self-regulatory mechanism put in place for advertising content by ASCI.

ASCI's Consumer Complaints Council (CCC) deals with Complaints received from Consumers and Industry against Advertisements which are considered as False, Misleading, Indecent, Illegal, leading to Unsafe practices, or Unfair to competition, and are in contravention of the ASCI Code for Self-Regulation in Advertising. Under its National Advertisement Monitoring Service (NAMS), ASCI proactively monitors over 80% of new print and all new TV advertisements released in the country every month, for contravention of Chapter I of the ASCI code. (Source: www.ascionline.org)

The Advertising Standards Council of India



For further information, please contact:

The Advertising Standards Council of India

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