

Committed towards the consumers' well-being and trust, ASCI resolves 257 complaints of misleading Ads in June & July

Mumbai September 30, 2020: In the months of June and July 2020, the Advertising Standards Council of India (ASCI) investigated complaints against 363 advertisements, of which 76 were promptly withdrawn by advertisers. The Independent Consumer Complaints Council (CCC) of ASCI evaluated the remaining 287 advertisements, of which complaints against 257 advertisements were upheld. Of these, 150 belonged to the healthcare sector, 40 to education, 20 to food and beverages, 4 to GAMA complaints, 12 to personal care and 31 to the other category.

COVID - 19, continued to be the biggest fight which in turn led to a rise in the false claims of cure and prevention from coronavirus. Holding hands with the Ministry of AYUSH, ASCI is continuously working towards eliminating such false claims for the betterment of the society. In the month of May - June 97 such cases were flagged to the regulator.

Subhash Kamath, Chairman of ASCI throws some light, says, *“There has been a flood of advertisements with dubious claims about COVID-19 cures and preventions. Especially at this time when consumers are feeling more vulnerable about the virus, it becomes more important for us as regulators to ensure that these ads don't exploit the consumer's anxiety. We understand that such claims can adversely affect consumers and we are committed to work closely with the Ministry of AYUSH to help eliminate such malpractices from society.”*

HEALTHCARE: - 150 advertisements complained against

Direct Complaints (two advertisements)

Suo Motu Surveillance by ASCI (148 advertisements)

EDUCATION: - 40 advertisements complained against

Direct Complaints (one advertisement)

Suo Motu Surveillance by ASCI (39 advertisements)

Food & Beverages - 20 advertisement complained against

Direct Complaints (Five advertisements)

Suo Motu (15 advertisements)

PERSONAL CARE: -12 advertisement complained against

Direct Complaints (six advertisements)

Suo Motu (six advertisements)

GAMA Complaints: 4 advertisement complained against

Direct Complaints (Four advertisements)

OTHERS: - 31 advertisements complained against

Direct Complaints (15 advertisements)

Suo Motu Surveillance by ASCI (16 advertisements)

DIRECT COMPLAINTS:

The advertisements given below were complained against by the general public or by industry members. Of the 113 advertisements complained against, 51 advertisements were promptly withdrawn by the advertiser on receiving communication from ASCI. For the remaining 62 advertisements, complaints against 33 advertisements were upheld by the CCC. Six belonged to personal care, five belonged to Food & Beverages, four belonged to GAMA, two belonged to Healthcare and one belonged to education. While 15 advertisements belonged to the others category. 29 advertisements were not considered to be objectionable or in contravention of the ASCI code.

Personal Care

1) **L'Oréal India P. Ltd (Garnier Micellar Water): The YouTube advertisement** depicts the protagonist as celebrity Alia Bhatt trying to remove eye and lip makeup by wiping, rubbing and washing yet despite these steps make up still remains on the face. The protagonist then is introduced to Micellar Cleansing Water that removes makeup in one swipe. The final frame shows two bottles of Garnier Micellar Cleansing Water, one which is an oil infused variant for waterproof makeup. The package shows the word "New". For the Pack claim of "New" shown in the advertisement, the CCC noted that the advertiser relied on the preservative change in product composition. The advertiser also justified the claim based on change in product sourcing as well as pack sizes. The CCC did not agree with the advertiser's rationale for claiming newness. Neither the product's utility nor function had changed and the change of preservative was the only new composition related change. For the claim, "Makeup off in just one swipe", the claim support data submitted by the advertiser established the product efficacy of "removal of kajal and lipstick in one swipe". However, the CCC observed that the advertisement voice over states "to remove make up, you wipe, rub, wash, make up is still left" and shows the protagonist trying to remove lipstick and applying soap on her cheeks to remove face make up. Further the voice over continues to use the word "make up" and goes on to claim "... micelles pull out make up like a magnet." When the voice over states, "In just one swipe make up is easily removed, even kajal"; while the visual depicts removal of kajal and lipstick, it also visually implies removal of face make up and mascara. However, the test reports are specific to only lipstick and kajal. The CCC observed that for the same product, earlier submitted test results showed that up to 93.9% foundation was removed in one swipe and the corresponding values for mascara was only 60.9%. With this precedence of the product claim not holding up for removal of foundation and mascara as well as "All make up" claim, the CCC opined that "Make up off in just one swipe" was an overclaim in the current advertisement. The disclaimer in the advertisement refer only to "Basis clinical & instrumental test" and do not indicate that the test was for only lipstick and kajal. The YouTube advertisement was considered misleading and contravened ASCI Guidelines for Validity and Duration of Claiming New / Improved and Guidelines for Disclaimers in advertising. Additionally, the advertiser did not provide any evidence to show that the celebrity had done due diligence prior to endorsement, to ensure that all description,

claims and comparisons made in the TVC are capable of substantiation, nor any Testimonials, or any evidence of the consent of the celebrity for the product efficacy claims. This contravenes ASCI Guidelines for Celebrities in Advertising.

2) Colgate-Palmolive (India) Ltd: The television commercial claiming, “Colgate Strong Teeth Ab Amino Shakti ke saath. Yeh daaton ka natural Calcium badhane mein madat kare aur dant banaye ander se strong” was considered misleading. The product demo being depicted in the advertisement shows comparison of untreated chalk versus chalk treated with the advertised product. While the advertiser submitted videos of demo with competitor brands, they had not conducted this demo for their own old as well as the new product; whereas the disclaimer in the advertisement stated – “conducted in controlled lab environment”. Furthermore, the chalk crumbling lab test depicted in the advertisement to be an incorrect representation of enamel structure and the impact of acid on the same, as a tooth is not expected to behave like an inorganic and non-living substance like chalk. For the claim “Andar se strong”, the advertiser relied on the recommendation of an earlier complaint. The observations of the recommendations stated that the data presented by the advertiser is a surface phenomenon, being restricted to only 1/200 the depth of the enamel layer, which is the outer portion of 2 to 3 mm within the tooth structure. It is explicitly clear that the Toothpaste does not add or increase natural Calcium from within the tooth. The claim was also considered to be misleading by exaggeration, omission and implication. The disclaimers on the Product Packaging and in the TVC are also in contravention with the ASCI’s Guidelines for Disclaimers. The Product Packaging bears two separate claims, one “Amino Shakti” and the other “Adds Natural Calcium”. ‘Amino Shakti’ is a coined term which refers to a unique formula containing Arginine. Although ‘Amino Shakti’ appears on all panels, the disclaimer appears on just one panel, and in small print, which is not noticeable and barely legible, if noticed. The disclaimer for ‘Strengthens Teeth From Within’ is also not noticeable on the Product Packaging. The claim in the TVC, demonstrating the crumbling of untreated chalk being unable to withstand the effect of acid, unlike the chalk treated with the product, is also exaggerated.

3) Nobel Hygiene Pvt. Ltd (Rio Heavy Flow Pads): The YouTube and website advertisement claims comparing absorbency of XXXL Napkin with Rio Pads for heavy flow during periods using metal scale test implying product superiority accompanied by voice over, “..... Kafi clear hai ki Rio ke heavy duty pads kahi zyaada period mein soak kar sakte hai”, and with the pack shot in the website advertisement “3 regular sanitary napkins are equal to one Rio heavy duty pad”, was not substantiated and are misleading. The subject matter of comparison chosen confers an artificial advantage upon the advertiser so as to suggest a better bargain than is truly the case. The CCC observed that the advertiser relied on a third party test, internal test, and a test demo for the video, and a repeat of the video test done in a home-video setting (<https://youtu.be/fNMPA4KRmGM>). As per the third party test report (entitled “Seven Parameter Absorption Test of Sanitary Pads-merged.pdf”), the test was done as per their own internal test method and not as per the BIS test. The description of the test method does not specify the number of samples tested, nor is the raw data or any statistical analysis of variance and significance provided for reference. The test used 50 ml, 100 ml and 150 ml, to simulate the heavy flow claim. Under its test methods, it did show superiority of the impugned product for certain parameters (like overflow under high loading and rewet values) but not quantitatively for absorbency. The internal tests (Exhibit-I) showed that the Rio Heavy Flow Pads absorbed 275 ml whereas the next best tested, Whisper XXXL, absorbed 126 ml. This is a factor which works out to be 2.2x only and not a factor of 3x as claimed. The video test shows an impact test or drop test consisting of dropping a metal ruler or scale onto the products. An impact of this sort is

necessarily momentary and not steady for any extended duration like a few seconds let alone one minute. This particular test also lacks reproducibility and reliability due to non-standardized conditions. The test depicted in the video does not meet any other standardized method accepted as an industry norm such as the BIS test, nor was it tested/verified to be a standardized test in any of the internal/external tests reports submitted. Thus, the CCC did not consider the test to be robust enough to serve as a “product performance test”. Furthermore, the advertiser did not project this as a creative visualization of any other product performance other test.

4) Hindustan Unilever Ltd – Indulekha Neemraj Oil: The YouTube Advertisement claimed, “Cures Dandruff Grows New Hair” With the disclaimer that reads as follow “Based on Clinical test conducted by independent CRO in 2016-17 and 2018-2019.” The FTCP viewed the YouTube banner advertisement screen shots, examined the details of the complaint, and considered the advertiser’s rationale for claim support. The FTCP noted the observations of the technical expert on the data referred to by both the parties underlying causes and variety of treatments are offered. The clinical study has been conducted for 31 days with the external use of the product that has been studied to provide dandruff remission. The advertiser argued that they are not claiming cure from “Darunaka” but are claiming “dandruff cure”. The FTCP did not agree with the advertiser’s contentions they have not claimed that the product can cure dandruff in all cases, irrespective of the underlying issue such as a severe medical condition. The FTCP observed that the claim is a categorical, blanket claim of “Cures dandruff” and implies a permanent effect for every user. The term “cure” pertains to the disease and not the symptoms. While the symptoms can be alleviated by external use products, in this particular case, use of the term “cure” is misleading. The FTCP concluded that the claim “Cures Dandruff” was not adequately substantiated and was misleading by exaggeration.

5) Dabur India Ltd– Dabur Red Toothpaste: The television commercial, Youtube and Twitter advertisement’s claim, “better safai than the white toothpaste category” was misleading. The claim about “better safai than the white toothpaste category” is based on antioxidant ingredient benefit and limited in vitro studies. The claimed benefit of ‘cleaning’ is not different from regular toothpastes and is not substantiated. The disclaimers in the advertisement were in contravention of the ASCI Guidelines for Disclaimers in Advertising in terms of contrast, size and legibility. Additionally, the advertiser has chosen narrow evaluation parameters of in vitro studies to prove superiority versus white toothpastes. While the advertiser has demonstrated this effect in vitro, they themselves admit that this effect is not long term / residual and the toxins continue to keep generating in the mouth (teeth and gums). Furthermore, the advertisement uses the word “toxins” of which “free radicals” make up only a part and the comparative tests are only for free radicals. The advertiser agreed that some other white toothpaste could also have similar anti-oxidant activity; which they have not verified. Thus, the disclaimer “*Bazaar mein dusre marketed ayurvedic aur herbal toothpaste bhi free radical ko vifal kar sakte hain.*” makes the claim of superiority over white toothpaste itself, null and void. Furthermore, the advertiser has not conclusively established superiority of their product versus the market leader (Colgate) or any other white toothpaste in “in vivo” situation; whereas the images in the advertisement have a side by side comparison with teeth being cleaned of toxins and indicate residual toxins in the “White toothpaste” section. The FTCP was of the opinion that the advertiser cannot claim superiority based on antioxidant activity of the herbal ingredients alone as this test and

the resultant benefit has not been conclusively extrapolated to in vivo situation. Therefore, the comparison versus White category was not considered to be adequately substantiated. The claim is misleading by ambiguity and implication and denigrates the entire category of White toothpastes.

6) Hindustan Unilever Ltd – Axe Mini Ticket Pocket Perfume: The television commercial and YouTube advertisement's claims "India's No.1 Pocket Perfume" and "Product of the Year" were misleading. For the study provided as claim support data, the FTC that the study was conducted with a sample size of 2400 people out of which only 519 gave a response in respect of the category of the pocket perfumes. The study does not appear to be nationally representative. The sample of 29% male and 71% female; with 73% of social class A and 27% of social class B appears to be a fairly skewed sample and a study done among 12 of the largest cities being described as 'nationally representative' does seem an exaggeration. The study covered only 2 other brands excluding the leading players in the category. Hence it is also not representative of the pocket perfume category. Therefore the study is not entirely truthful and claim based on results of the study is inadequately substantiated. The claims made in the last frame of the advertisement appear to give the impression to the consumer that this brand is No.1 in the category which would imply No.1 position in market share by volume or value. The advertisers themselves have accepted that they do not have the No. 1 market share in the pocket perfume category. ASCI recognizes a claim of No.1 position of a brand only if substantiated by market share or sales data in terms of volume or value. The advertisement violates ASCI Guidelines for Usage of Awards/Rankings in Advertisements which clearly states that "there should be no direct or indirect payment made by the advertiser to the Institution or organisation granting such award". The website of the awarding organization clearly mentions a substantial payment for participation in the award contest as well as for continuous use of its logo by winners.

Food and Beverage

1) Gujarat Cooperative Milk Marketing Federation Ltd: (Amul Ice Cream): The advertisement claimed benefit shown in the form of the father saying "... ek glass dudh pila raha hoon" and showing it to be equivalent to one scoop of ice cream, was not substantiated and is misleading. The CCC was of the view that the advertiser is promoting their ice cream which is a high sugar content product (sweetened product) by comparing it with one glass of milk. The father by saying "...ek glass dudh pila raha hoon..." and shown offering one scoop of ice cream is clearly equating one scoop of Amul ice-cream to one glass of milk. The CCC observed that the advertisement is drawing a direct comparison with plain milk - a product which, in common perception is considered to be healthy. In general, ice cream being a processed, high sugar content product, the two food items cannot be simply equated on the quantum of one glass of milk and imply recommending multiple servings on that basis. Moreover, the advertiser had not addressed the complainant's objection of equating one glass milk to one scoop of ice cream nor did they submit the milk content in one scoop of their product.

2) Gujarat Tea Processors and Packers Limited (Wagh Bakri Green Tea): The TVC & YouTube advertisement claims "Bus Yoga aur Wagh Bakri green tea" and "Har sip mein fitness", were not substantiated and are misleading. The advertiser did not submit any claim substantiation to support the claims. The CCC was of the view that the word "Bas" in the claim, "Bas Yoga aur Wagh Bakri green

tea” undermines the importance of other forms of physical exercises, healthy lifestyle and balanced diet. Contribution of other important factors cannot be relegated to a disclaimer, especially if the voice over in the TVC emphasizes on the word “Bas”. Claim “Har sip mein fitness” implies that drinking the green tea will directly, proportionately and significantly affect a person’s fitness level. The CCC noted that Green tea alone by itself may not necessarily result in fitness. It may be helpful in controlling or reducing ones calorie intake, which typically results from consumption of other beverages due to milk or sugar content.

3) Lion Dates Impex (P) Ltd. (Lion Kashmir Honey): The television and YouTube advertisement’s claim made as a disclaimer, “The Only Honey with AGMARK Grade A Certification” was not substantiated and is misleading by exaggeration. The advertiser did not provide any verifiable evidence to prove that their product is the only one to be awarded with Agmark Grade A Certification.

4) Mahesh Value Products Private Limited (TT Perungayam): The television and Facebook advertisement’s claim “US patent is granted to a medicine that cures H1N1 virus using Asafoetida”, was inadequately substantiated. The CCC observed that the opening shot shows a picture of a virus with a voice over stating that using asafoetida (Perungayam) H1N1 virus curing (not disease curing) medicine has been given an American patent. The image is not that of H1N1 but is the image of the Coronavirus. The US Patent document submitted by the advertiser is not a Product Patent but a Process patent for the Methanolic extraction of a component of Asafoetida (Ferula Foetida) called as Sesquiterpene which has been tested by an in vitro (in test tube) culture of human cancer cells in which the H1N1 virus was grown and when the extract was added to that culture it was shown to kill the virus. This is neither an approved drug, nor is it asafoetida as such nor has it been shown to cure the H1N1 influenza in any clinical trial published in any journal. Though on technicalities and literal meaning of the advertisement vis a vis the US patent it may not at the face value appear to be violative, the intent as could be understood by a common man would mean that the Coronavirus (as the image shows) is either the same or similar to H1N1 and that asafoetida has been granted a US approval for treatment of the H1N1 virus which means it would work for Corona as well. The advertiser has not provided any published clinical trial data or a FDA or CDSCO (Indian drug regulatory) approved drug formulation containing an ingredient of asafoetida used in the treatment of human subjects with H1N1 influenza. Regarding all other clinical benefits listed there seems to be evidence in traditional literature that Asafoetida as such has some benefits.

5) Marico Ltd – Saffola Honey: The product packaging claim “100% Pure”, was not adequately substantiated. FTCP referred to the FSSAI regulations and noted that contrary to the advertiser’s arguments, the guidelines do not specify any criteria for making a numerical claim of “100%” pure. The FTCP did not consider the claim “Pure” to be objectionable. However, in absence of any regulatory criteria or specification for the “100% pure” claim for a naturally sourced food product like honey, the numerical claim “100%” was not adequately substantiated.

GAMA

1) Acko General Insurance Ltd. : The advertisement offering one month extended coverage on any new policy issued and subsequent promise of “We're unable to give an extra month on your policy, so we've included an additional discount that saves you the premium instead.” was considered misleading. The CCC opined that the advertiser, being registered with IRDAI, should have sought permission from IRDAI before advertising the ‘one-month extension’ policy to the policyholders. Based on this assessment, the CCC concluded that the advertisement offering one month extended coverage on any new policy issued and subsequent promise of “We're unable to give an extra month on your policy, so we've included an additional discount that saves you the premium instead.” was false and misleading. The CCC noted that the advertised e-mailer was already withdrawn by the advertiser. The CCC noted details of the table provided by the advertiser and opined that the discount of 20% offered by the advertiser, only on Own Damage premium amounting to INR 132, in lieu of their ‘one-month extension’ is not equivalent to one-month worth premium, from the total annual amount charged to the consumer.

2) Samsung Electronics India Pvt Ltd.: The twitter advertisement by the advertisers India contained the symbol of ‘5G’ after the word “GalaxyS20” however the 5G variant is not available in India, the twitter post was considered misleading by implication. The CCC did not agree with the advertiser’s contentions that merely use of the “#” would result in the automatic appearance of the “5G emoji symbol” as Twitter post copy can be tailored by the Twitter handle itself, right the first time by choosing the right hashtag. The CCC also noted that the advertiser has included a disclaimer in their YouTube and Facebook communication that “5G network compatibility is available in limited territories only. In India, products are 4G compatible” and/or “5G variant is not available in India”. The CCC considered the reference to 5G in the claim as a copy text of the Twitter post, regardless of the disclaimer in any other media, to be false and misleading, especially when 5G variants are not available in India as admitted by the advertiser.

3) ECom Gateway Private Limited (eCompus): The Facebook advertisements claim, “100% cashback. Up to Rs. 3,000 Cash Back” is misleading by omission of disclaimer to mention that it is subject to terms and conditions. The advertisement stated that “Due to Coronavirus outbreak Study Materials are Available Online...”. The advertisement also claimed – “100% cashback. Up to Rs. 3,000 Cash Back”. The advertiser’s website (www.ecompus.in) reflected an image of ‘study material’ and just above that an image of ‘cashback’ was shown. However, both the Facebook advertisement and the Website advertisement did not carry any disclaimers to mention that terms and conditions apply, nor was there any link made available for reference to the terms and conditions.

The CCC also considered the complainant’s grievance that he had purchased nursery study material online from the advertiser, for which he was promised a cashback of Rs.2500/- which was later not offered to him. On approaching the advertiser, he was informed that the cash back offered could only be redeemed on categories other than ‘Study Material’ currently being offered. As evidence, the complainant provided a copy of the communication exchanged between him and the advertiser. Based on the materials available, the CCC was of the view that the claim offer of cash back is misleading as it is not applicable for study material.

4) DealsKart Online Services Private Limited (Lenskart.com): The website, Facebook and Instagram advertisement’s claims, “Lenskart All Eyeglasses with BLU Thin Lenses Now At Just Rs. 999” and “ALL

Glasses Rs. 999 with BLU Thin Lenses First Pair Only” were not substantiated. The body copy of the advertisement shows images of Lenskart eyeglasses with a caption, “ALL Glasses Rs. 999 with BLU Thin Lenses First Pair Only”. The CCC was of the view that the headline clearly calls out that all the ranges of Lenskart eyeglasses are being sold at Rs.999, whereas the actual fact is that the offer is being given on first pair of eyeglasses only which is clarified in the body text of the advertisement. The CCC concluded that the headline, “Lenskart All Eyeglasses with BLU Thin Lenses Now At Just Rs. 999” when read in conjunction with the body text, “ALL Glasses Rs. 999 with BLU Thin Lenses First Pair Only”, appears contradictory and is hence misleading.

Healthcare

1) GlaxoSmithKline Consumer Healthcare Ltd. (Iodex Ultra Gel): The TVC & YouTube advertisement shows a man with a white coat and stethoscope presented as Dr. Sanjeev Anand, Orthopaedician, practicing in England, declared via a super. The frame carries a disclaimer to mention “.....Developed for audiences in Indian subcontinent only”. It was observed that as per ASA UK, Dr. Sanjeev Anand, Orthopaedician, practicing in England is neither permitted to endorse any product or formula nor can he appear in any advertisement in his home country. However, he is shown to be endorsing and recommending the formula allegedly sold in the UK and which is distinctively identified in the advertisement by the brand name Iodex Ultra Gel in India. Neither does this brand exist in his home country nor is it likely that he is permitted by the General Medical Council in the UK to advertise the formula based on his experience with products and patients in the UK. The CCC was of the view that the Code of Medical Ethics prohibits any Indian doctor to advertise and endorse any products in India. Similarly, the General Medical Council of UK does not permit UK doctors to endorse or advertise OTC products. The advertiser did not submit any documentary evidence for the testimonial granted by Dr Sanjeev Anand nor any proof that Dr Sanjeev Anand had been permitted to advertise Voltarol formula in India by the General Medical Council of UK. The CCC concluded that the claim of doctor recommendation for the product formula was not substantiated. Furthermore, the advertisement creates a strong impression that the Orthopaedician Dr Sanjeev Anand is recommending Iodex Ultra Gel and his UK patients are coming back to him with their feedback about the advertised product Iodex Ultra Gel. For a lay consumer it is difficult to discern between the “product” and the formula when the advertisement has strong visual cues of the Iodex Ultra Gel brand. The advertisement makes no reference to Voltarol (UK product). The advertisement was considered misleading.

2) K KS Urology and General Hospital: The Website advertisement’s claim, “Largest Urology Tertiary Care Hospital in not only Rajasthan but entire North India” was not substantiated with any verifiable comparative data of the advertiser’s hospital and other similar Urology hospitals in Rajasthan and North India, to prove that they are larger than all the rest in providing urology tertiary care to their patients, or through a third-party validation. The source for the claim was not indicated in the advertisement. The website advertisement was misleading and contravened ASCI Guidelines for Disclaimers.

Education

1) Careeranna Education Private Limited (Online CAT Coaching Classes): The Facebook advertisement's claim "India's No.1 Online CAT Coaching" was not substantiated with verifiable comparative data of the advertiser's online coaching classes and other similar online coaching classes in India, to prove that they are in the leadership position (No.1) in providing online coaching to their students for CAT preparation, or through an independent third party validation. The CCC was of the opinion that it is not possible for the advertiser to conduct a comparative study to generate claim support data for this leadership claim given the unorganized nature of the educational sector and number of such online coaching institutes in India. Hence it was unlikely for the advertiser to have such support data.

Others:

1) Zee Entertainment Enterprises Ltd (&Flix and &Flix HD): The Ad emailer's claim, "We Are The Most Engaging English Movie Channel For The Second Consecutive Week" was not adequately substantiated and is misleading. The CCC opined that while TSV is an aspect of engagement, TSV is not, in and of itself, enough to claim a limited leadership on 'Engagement'. Niche channels often have small audiences with very high TSV. The justification provided by the advertiser does not adequately substantiate the rather broad claim made in the Ad - emailer. The advertiser has used two weeks data which does not hold true to claim superiority of their channels. Broadcast Audience Research Counsel (BARC) Guidelines, demand that claims be based on four consecutive weeks of data – "The period of comparison must cover at least four consecutive weeks of data". Week on week data for just two weeks fails to meet this requirement. The advertiser has chosen a form of data presentation which is impermissible and in violation with the BARC Guidelines.

2) Wipro Enterprises Pvt. Ltd (Max Kleen): The print advertisement, "Removes 99.9% germs" was inadequately substantiated for the advertised product. The CCC noted that the advertiser, post ASCI communication, conducted an "in vitro test" for efficacy of its product on "fungi". As per the new results provided by the advertiser The Advertiser has sent only final results (99.9% reduction) without the actual Original counts and the reduction in counts of C.albicans. The new results are only internal testing. No third party testing was conducted. This particular test was performed by old method i.e E2315 -03 which has been superseded by E2315 -16. The CCC was of the view that the advertiser ought to have provided efficacy data that tests surveillance of microbial survival in disinfectant use solutions in practice and of microbial survival on disinfected surfaces and devices to understand the survival and resistance of cleanroom fungi. Further, repeated isolated strains should be tested for susceptibility to corresponding biocides. The advertiser also submitted data regarding efficacy of 0.05% BKC against Corona virus post contact time of 10 minutes. This concentration and contact time is much higher than what is referred for other microorganisms. The CCC further observed that "99.9%" is a quantitative claim, for which the advertiser ought to have conducted tests of their product against other microorganisms. Further, the advertisement and its qualifying disclaimer should have ideally specified the specific microorganism against which the product works and is tested. Moreover, the tests were confined only to the laboratory and were not tested against the efficacy of the product on various

surfaces – floors or normal surroundings. The print advertisement contravened the ASCI Code and ASCI Guidelines for Disclaimers in Advertising.

3) Shantinath Detergents Private Limited: The television commercial and YouTube advertisements claims, the protagonist saying “Kapde lagenge brand new hamesha”, and the claim appearing in the last frame, ‘Kapde lage brand new hamesha!’ were inadequately substantiated.

For the claim - ‘Kapde lagein Brand New Hamesha’ (“Clothes look brand new Always”) - the advertiser argues that the use of the word ‘Hamesha’ is not to be taken literally but as a word that gives emphasis. However, the CCC was of the view that the word has an implied meaning in a context, in the present case, the advertisement refers to product performance. The test results submitted by the advertiser are based on 431 people being asked to visually differentiate new (unwashed) and clothes washed a specific number of times (maximum is 20 times). The results show that up to 58% could not differentiate between the new and washed ones. Of the remaining 42% who claimed they could differentiate, they could not identify the washed sequences properly. These results can be acceptable that the new and washed clothes are indistinguishable. However, this is evidence only that they look like new only up to 20 washes, but not always. There is no standard anyway to establish what always is equal to 30 washes, 50 or 100. In this context of referring to product performance, the CCC considered the claim and the word ‘Hamesha’ in the claim to be absolute in nature.

For the claim “NEW Safed” The CCC observed that the voice over claim in the advertisement of 2017 says, ‘New improved Safed’, in the advertisement of 2020 the protagonist (Vidya Balan) says ‘New Safed’. But the pack shown in both the advertisements does not make a claim of “New”. The product has been in the market for at least two years, and the advertiser is claiming the product to be ‘New’ based on the changes made on the packaging in January 2020. The CCC considered this practice to be unacceptable as the product per se was not new. A new pack alone, without any change in the product characteristics, will lead to a perception that the product is new. The CCC noted that the claim, “New” made by the advertiser implies that the product has a new formulation for efficacy, which is not true in the present case. The CCC noted that the advertiser has made only certain graphical changes on the product packaging of (01/20), whereas the protagonist saying “New Safed” in the advertisement implies the product to be with new formulation. Because there is a change in packaging, the product cannot be considered as new. The advertisement also violated ASCI Guidelines for Validity & Duration of claiming New/Improved. Additionally, the disclaimers in the advertisement were in English whereas the claims in the voice over were in Hindi. The legibility of the disclaimer was not good due to poor contrast.

4) Aegon Life Insurance Co. Ltd. (Aegon Life): The Facebook advertisement’s claim “Most Recommended Life Insurance Brand” and “Most Recommended Brand” was not substantiated with any market survey data or with any verifiable comparative data of the advertiser’s life insurance plans and similar life insurance plans offered by other Life Insurance Companies, to prove that their Life Term Insurance Plan is most recommended brand than all the rest, nor the claims were backed by a third party validation. The source for the claims was not indicated in the advertisement.

5) RR Kabel Wires & Cables (RR Kabel): The TVC and YouTube advertisement’s claim (in Hindi) “Hamaare Desh mein aatankvaad se roj lagbag ek jaan jaati hai aur baadh aur bhukamp, aandi se

teraah”, (In our country approximately one life is lost due to terrorism every day and 13 due to floods, earthquakes and cyclones) was not substantiated. There was no supporting data provided to prove the exact figures claimed for human lives lost. The source for the claims was not indicated in the TVC / YouTube advertisement.

6) Life Insurance Corporation Of India: The Television and YouTube advertisement’s claim, which has a testimonial by Satish Nachane, Businessman of Thane saying (translated from Marathi) “.....after a life of struggle I am living a peaceful and satisfied retired life because I invested in LIC”. The end frame of the TVC shows an LIC logo with a headline (translated from Marathi) “LIC – why go anywhere else” was not adequately substantiated and misleading. The CCC considered the advertiser’s response and the evidence provided by the complainant of screenshot of LIC’s website wherein the advertiser uses the term ‘contract of insurance’ and not “investment”. The CCC was of the opinion that LIC products are primarily for “Insurance of life”. Not all products of LIC are providing investment options. The TVC does not call out the specific product/s for which the claim holds true. The advertiser did not provide adequate substantiation to establish that the advertised product has been available since year 2010 (the original date of the advertisement as per YouTube link). There were no disclaimers to state the specific insurance plan which is being referred to, nor that it is applicable to certain policies.

7) Trendsutra Platform Services Pvt. Ltd. (Pepperfry): The YouTube & Twitter advertisement shows that a woman is angrily cutting vegetables (green onions). She appears to be furious at her husband sitting on the couch yawning as he watches the TV. She throws the chopping knife towards the man who protects himself by using a wooden stool as a shield while being pleased with himself. The advertisement shows two more knives on the table, indicating there were two more attempts made by the woman to injure the man. The advertisement carries a disclaimer, "Performed under expert supervision. Do not imitate". The CCC did not agree with the advertiser’s contention that the act shown in the advertisement is a hyperbole and marketing puffing. The CCC was of the view that children (minors) actually could try doing the act in a household situation as shown, and if replicated in real life would be very unsafe causing them physical harm and injury. Furthermore, disclaimer shown during the performance of the Knife act was considered irrelevant in the context of the advertisement. The CCC observed that the advertiser is promoting their household products (Chopping Board, Knife Set, Sofa, Stool etc.) meant for certain chores whereas the advertisement depicts the product being used to cause harm to an individual, quite contrary to the product’s utility. The advertisement portrays a dangerous act and manifest a disregard for safety. Regardless of the disclaimer, this act is also likely to encourage minors to emulate such acts which could cause harm or injury.

8) Intex Technologies (I) Ltd: The twitter advertisement’s claim, “Be Indian. Buy Indian”, was considered misleading. The text of the Tweet mentions, “Let’s take a step towards building a Self-Reliant India. Become #Atmanirbhar today and support Indian brands. Be Indian. Buy Indian”. The top left corner of the Ad shows a logo of “Made In India”, the top right corner highlights the advertiser’s name – INTEX. The Ad shows images of consumer durables, electronic items, mobile phone accessories. Complainant submitted a copy of product packaging labels (back of pack) of a few electronics/mobile products (mobile battery charger, computer multimedia speaker, mobile earphone), in support of his grievances that the advertiser being Chinese importers and not an Indian

company. On reviewing these back of pack images, the CCC observed that each of the pack images stated – ‘Imported, Marketed and Supported in India by Intex Technologies (India) Ltd’, ‘Country of origin – China’. The CCC was of the view that the logo of ‘Made in India’ when seen along with the various product images shown, implies that the advertiser is an Indian company selling Indian made brands/products. The consumer takeaway on seeing the advertisement would give an impression that the products shown are made in India by the advertiser. Whereas the evidence provided by the complainant proves that they are importers selling rebranded Chinese items as their own.

9) Realme Mobile Telecommunications (India) Private limited (Realme Smart TV): The twitter advertisements claim, “India’s Fastest selling Smart TV ever!” and “15000+ Units sold in Less Than 10 mins” are not substantiated and misleading. The CCC was of the view that if the CEO in his official capacity, has posted the content, then it is considered as an official communication which cannot be denied. The Twitter post of June 2020 was the advertiser’s own tweet posted on their official link as it carried the ‘realme’ logo and read as ‘realme Link’. The twitter and the website advertisement claimed Realme Smart TV to be “India’s Fastest Selling Smart TV Ever!” with “15,000+ Units Sold* in Less Than 10 Minutes”. The disclaimer reads as “*BAU days in India” (Business as Usual). The CCC opined that the consumer take-away from the advertisement is that the TV is being sold to consumers and it is the fastest selling brand. The advertiser did not clarify whether 15,000+ Realme TV was really sold to the consumers or it was sold to their dealers, retail chain units, or distributors. Furthermore, the sale appeared to be a flash sale, in which case the number of TVs sold could be higher when the sale happens only on one day for 15 mins, then how can the advertiser justify it with ‘Business as usual - BAU’ when it is actually not. Advertiser did not provide verifiable comparative data of their TV brand and other similar Smart TV brands of other manufacturers in India, to prove that 15,000+ units of Realme Smart TV were sold in less than 10 minutes making it the fastest selling TV than any other TV brands in BAU days as claimed, nor was the data backed by an independent audit or third party validation. The source for the claims was not indicated in the advertisement.

10) Kia Motors India Private Limited (Kia Seltos): The Youtube advertisements portrayed a “Small Kid scratching and spoiling the walls of a public property”. The advertisement carries a disclaimer to mention “*Actions are performed under expert supervision in a controlled environment and are not meant to invoke vandalizing public or private property. Please do not imitate*”. The CCC was of the view that the compound walls, house compound gate, public garbage bin, private car being scribbled are public as well as private property and are not meant to be vandalized as depicted. The disclaimer is miniscule and is contradictory to the visuals shown. Regardless of the disclaimer in the advertisement, or how the advertisement eventually concludes, the children viewing this advertisement are bound to consider destruction of public or private property to be acceptable and are likely to emulate the same. The CCC concluded that the acts performed by a school going boy of defacing public / private property, portrays his bad behaviour, which is likely to create a negative impression on children.

11) Tikona Infinet Private Limited (Tikona): The print advertisement’s claim, “Free to use Wi-Fi Router”, “Free Installation Charges” was not substantiated and misleading. The complainant provided evidence of email communications exchanged with the advertiser, with copy of E-Bills and receipts of the payment made for the broadband. On reviewing this information, the CCC observed that the email

communication of the advertiser mentioned the details of the 'Auto Renewal Plan' (PRIME_ULQ_C3) purchased by the Complainant, which made an offer of Validity for 3 Months, with Renewal Amount of Rs. 3182.46, and the Net Payable Amount of Rs. 2145.16. It was observed that this subscription amount consisted of Installation charges (as applicable) Plan rental Service tax, with no refundable deposit applicable. There was no break-up of the amount shown to indicate the individual charges applicable for installation and Wi-Fi device. For a renewal plan the question of installation charges does not arise, as installation charges are only charged for a new connection of Broadband. The CCC observed that the actual price of the broadband for the quarterly plan, as advertised in the Ad-leaflet was Rs. 3182, with the free offer for Wi-Fi Router and Installation Charges, whereas the complainant was charged Rs. 3980. The Ad-leaflet did not carry any disclaimers to mention that terms and conditions apply, and the validity period of the offer, nor was there any link for reference to the terms and conditions.

12) The Times Network Ltd (Times Hollywood Network): The TV advertisement claim claim, "Go Out & #LiveTheNew" when read along the claim, "Around the world, common flu and road accidents used to affect more lives every day, than Covid does", refers to a dangerous practice without justifiable reason, manifests a disregard for safety and encourages negligence. The CCC was of the view that when seen in isolation the claim, "Go Out & #LiveTheNew", which is in the same context as of the claim, "Around the world, common flu and road accidents used to affect more lives every day, than Covid does", is minimising the danger of Covid. It is encouraging people to that extent to not take so much cognizance of the threat of Covid, which is against the Government directives. The claims downplay the risk of Covid and prompts people to step out and go about their business, as if these were normal times.

13) iQOO Communication Technology Co. Ltd (iQOO 3): The Online advertisement's claims "India's Fastest Smartphone powered by Powerful Qualcomm Snapdragon 865", "India's Fastest Smartphone packed with Snapdragon 865", "Capture India's Fastest Smartphone - Qualcomm Snapdragon 865", "India's Fastest Smartphone", were not substantiated and are misleading by exaggeration. The advertiser did not provide verifiable comparative data of the advertiser's smart phone and other manufacturers / marketers of Smart phone brands in India, to prove that the advertiser's smart Phone brand is India's fastest using Qualcomm Snapdragon 865 Processor, nor the claims were backed by an independent third party validation. The source for the claims was not indicated in the advertisements.

14) A. O. Smith India Water Products Pvt. Ltd: The print advertisement claims "Boost your immunity* with a glass of purified hot water", was not substantiated. The advertiser has claimed "Boost your immunity* with a glass of purified hot water". The asterisk (*) in the claim qualifies to read as "*As published by the Ministry of Ayush". The CCC did not agree with the advertiser's contention that reference to Ministry of Ayush is only to emphasize the claim that drinking hot water boosts immunity which is in line with the recommendation of the Ministry. The CCC was of the view that hot water does not boost immunity, and this claim is contrary to The Ministry of Ayush document titled "Ayurveda's immunity boosting measures for self-care during COVID 19 crisis" which says 'drink warm water throughout the day' as one of the recommended measures. The USP of the selling of this particular

brand of water purifier is basically based on immunity boosting with a glass of purified hot water. The advertiser is selling a product on the basis of immunity booster which is coming out of the advertiser's machine – A. O. Smith water purifier, which is definitely not as per the Government – Ministry of Ayush directives. The only substantiation that the advertiser has provided is that the claim is based on the advisory issued by Ministry of Ayush, which was considered to be inadequate by the CCC. Advertiser did not provide scientific rationale or clinical evidence to prove that hot water has the properties to boost immunity.

15) Hindustan Unilever Ltd – Lifebuoy Laundry Sanitizer: The YouTube and Facebook advertisement claims 'Ab Kapade Sirf Saaf Nahi Safe Bhi' was not substantiated and upheld for plagiarism. The FTCP viewed the Safeguard advertisement of the complainant, Lifebuoy laundry sanitizer, examined the details of the complaint and also examined that advertisement YouTube (https://www.youtube.com/watch?v=a_iTch4YXA8) Facebook (<https://www.facebook.com/autoeditproductions/videos/2678974079031464/>). The FTCP noted that the advertiser, in their personal hearing, admitted that Lifebuoy and Safeguard compete directly in several countries and had they known the prior use of this line by P&G, they would have probably re-considered whether to use this slogan. The advertiser representatives expressed their limitation for conducting a thorough check on prior usage of such slogan. However, Safeguard being a key competitor to Lifebuoy globally and in view of the slogan being part of an intra company dispute in Pakistan, the FTCP was of the opinion that the advertiser had failed in their due diligence, if this was done unknowingly.

The FTCP agreed with the complainant's argument that the choice of words "Saaf bhi, safe bhi" is in Hinglish and is unique. Moreover, the line being used by Lifebuoy is identical to the Safeguard advertisement. The FTCP noted that the sanitizer category did not exist for the "Lifebuoy" brand prior to introduction of this new product. They noted that the advertiser is presenting this wording as a product "claim" and so did not agree with this argument. The dictionary meaning of a slogan is "short and striking / memorable phrase used in advertising" and the line being used fits this criterion. So, it concluded that the Lifebuoy advertisement was similar to Safeguard's earlier run advertisement in "slogan" so as to suggest plagiarism. As the complainant had registered their complaint within 12 months of the first general circulation of the advertisement and were able to prove the claim of prior usage abroad, the complaint was UPHELD.

SUO MOTO Surveillance Advertisements

The advertisements listed below were picked up through ASCI's Suo Motu surveillance of Print and TV media through the National Advertisement Monitoring Services (NAMS) project. Out of 250 advertisements that were picked, in 25 cases the advertisers promptly confirmed that the advertisements were being withdrawn post receiving the ASCI communication. All other 225 advertisements examined by the CCC were found to be misleading. Of these 225 advertisements, 148 advertisements belonged to the Healthcare sector, 39 belonged to the Education sector, 15 to Food and beverages, six to Personal Care and 16 were from the "Others" category. One advertisement was not considered to be objectionable or in contravention of the ASCI code.

Health Care

1) Troikaa Pharmaceuticals Ltd (Dynapar QPS): The television advertisement's claims, "World's 1st Pain Relief Serum", "Clinically Proven For 5 (Times) Penetration" were misleading. For the claim, "World's 1st Pain Relief Serum", though the advertiser provided a list of 80 countries where the product has obtained a patent, the advertiser did not clarify what exactly has been patented – whether it is the product or process or other innovation. Furthermore, the advertiser did not provide any documentary evidence of the patent for the said product. As per public domain information, there were several other "serum" products in the world claiming pain relief benefit and the advertiser had not conclusively proven they are the pioneers on world-wide basis in introducing a "Pain relief serum" category. For the claim, "Clinically proven for 5X (Times) Penetration", the paper submitted indicates that one of the authors is the 'General Manager-Medical Services Department' of the advertiser, as well as the study was sponsored by the advertiser themselves. Importantly, the study was published in year 2013 and the advertised product was compared versus "conventional 1% diclofenac" gel among only six volunteers. The advertisement claim was ambiguous about what the 5X effect was versus and whether this comparison was against any marketed product at that point in time. The advertisement neither declared the basis of comparison nor the source of the claim was mentioned in the advertisement.

2) Oriental Chemical Works (Zalim Lotion): The television advertisement's claims, "Only Zalim lotion is effective in ringworm, scabies, and itching" and "Fastest" were not substantiated with any verifiable comparative data or technical test results, of advertiser's product versus other similar lotions, to prove that their product is the only product that is more effective or more fast than all the rest for treatment of ringworm, scabies and itching, or through an independent third-party validation. The source for the claims were not indicated in the advertisement. The CCC observed that it was unlikely that no other products in the market are effective against the indicated conditions. The advertiser did not submit any product-specific details such as composition/license copy/pack artwork or product efficacy data.

3) Dhanvantari Nano Ayushadi Pvt. Ltd: The television advertisement's claims, "99.99% Protection" and "100% Natural" were inadequately substantiated. The TVC also had a reference to corona virus. For the claim, "99.99% Protection", the CCC opined that the advertiser did not provide any adequate substantiation to prove product efficacy, for providing '99.99%' protection. Furthermore, the CCC opined that antibacterial cannot be equated to anti-viral benefit and in a pandemic situation, reference to COVID advisory / social distancing in the advertisement is misleading by implication. For the claim, "100% Natural", the advertiser makes reference to 100 % natural origin. The said product "Rajat Bhasma" is metallic in preparation. Therefore, the CCC opined that using a metallic perpetration to qualify a natural claim was incorrect. Further, the advertiser also makes a reference to the use of artificial fragrances. No certificate specific to the complete list of ingredients, their origin or composition of the products depicted in the advertisement was provided.

4) Daisy Hospital Pvt Ltd: The television advertisements claims, "No need to exercise, no need to control diet" and "Definitely 4 to 5 kgs weight can be reduced easily in a month", were not substantiated with treatment efficacy data. The advertiser did not provide any details of their

treatment procedure for weight reduction, evidence of their customers who achieved the claimed results of reducing 4 to 5 kgs weight in a month regardless of their physiological status and lifestyle and without exercise or diet. The claim, “India’s first integrated hospital” was not substantiated with supporting comparative data or through an independent third party validation. The advertiser did not provide verifiable support data or evidence of comparison with other hospitals in India to prove that they are pioneers or the first integrated hospital in India.

5) Dr I.G Patel Satya Vishnu Hospital: The print advertisement’s claim “Cancer Treatment Without any Side Effect or Pain” was not substantiated with supporting clinical evidence. The advertiser did not provide details of the treatment procedure, medicines used in treating Cancer, nor any details regarding their approval status by the regulatory authorities.

6) Varun Trauma & Burn Centre Pvt Ltd: The print advertisement’s superlative claim “Aligarh's Most Advanced and Most Trustworthy IVF Centre” was not substantiated with any consumer research data or with verifiable comparative data of the advertiser’s IVF centre versus other similar IVF centres in Aligarh, to prove that they are most advanced and most trusted than all the rest, nor the claim was backed by a third party validation.

7) Mahatma Gandhi Cancer Hospital and Research Institute: The print advertisement’s claim “The Most Advanced & Trusted Cancer Hospital in Andhra Pradesh” was not substantiated with market survey data or with verifiable comparative data of the advertiser’s hospital versus other similar cancer hospitals in Andhra Pradesh, to prove that they are more advanced and more trusted than all the rest, or through a third party validation.

AYUSH Complaints

The following advertisements were considered to be, prima facie, in violation of The Ministry of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy (AYUSH) order dated April 1, 2020, prohibiting publicity and advertisement of AYUSH-related claims for COVID-19 treatment in print, TV and electronic media.

Sr No	Advertiser (Brand / Product)	Claims
1	Dabur India Ltd(*)	Immunity kit to prevent Corona Virus Dabur Immunity Kit- Your Family's Immunity Shield
2	Dr Batra’s Positive Health Clinic Private Limited	Dr Batra’s distributes over 1 crore prophylactic homeopathic doses to keep India safe
3	IndusViva Health Sciences Private Limited (I-Pulse)	Beat Corona Virus If you take I-Pulse then there are very less chances of getting affected with Corona Virus and even if you are affected with Corona Virus, then too by taking this medicine you will recover fast

4	Neel Ayurvedics Online Ayurvedic Store	How to protect yourself from Corona Virus? Dhoop of neem leaves, guggal, dry cow ghee dung, Kapoor and loban prevents the spread of such viruses Eating tulsi leaves adding 2 drops of tulsi ark to water you drink – helps keep fever and cold away
5	Four Seasons Ayurveda (Giloy Juice)	Ayurvedic attack to Corona Virus #drink Giloy Juice #Boost Immunity # Say No To CoronaVirus
6	Ayurveda Yogashram Remedies Pvt Ltd (Immunity Healer Kit)	Immunity Healer Kit Against the Corona Virus
7	Dhanvantari Ayurveda Clinic	Save From Corona Virus by Increasing Immunity
8	DivyaUpcharSansthan (Divya Kit)	Stay Healthy with Divya Kit. #AyurvedaFightsCorona #ayurved #divyakit #divyaupchar3. #COVID19 #CoronaPandemic #CoronaOutbreak #CoronaVirus #AyurvedicTreatment #Treatment #Health #GuruManish
9	Dr Abdul HaqUnani Medical College & Hospital (Unani Medicine for Immunity)	"COVID-19" Unani Medicine For Immunity
10	Dr Shuja Khan's Clinic- Anti Viral(EH) Drops (Electro Homeopathic Medicine)	Corona Virus Preventive Medicine Available Here is Natural Protection for your family, Anti Viral(EH) Drops Afraid Of Corona Virus..? Here'z An Electro Homeopathic Medicine..!! Which Boosts Up Your Immune System & Protects You &Your Family..!! Immunity Protection Booster- Electro Complex Homeopathy - Coronavirus
11	Dr Tanya Malhotra	#immunityboosters #kadha #herbaltea #MondayMotivaton #AyurvedaFightsCorona #Ayurveda #immunity #prevention #preventionsaveslives #immunityagainstcovid19
12	Agarwal Clinic/ Dr Vikas Agarwal (Ars. Alb. 30)	For them a biggest live proof is Ars. Alb. 30 against CORONA Virus as preventive medicine. Please give homoeopathic preventive medicine Arsalb 30 empty stomach for 4 days.
13	Ayush Pharmaceuticals & Marketing Division (Flucomune)	We recommend everyone to have Flucomune, for building up strong immunity to stay protected against the corona virus infection Flucomune-Boost Your Immunity for Combating the Viral Infections. For an healthy individual to prevent viral infection-Flucomune–1 to 2 Tablets twice or Thrice a day.
14	AbhimantritGuruPrasadam Ayurveda Herbal Foods Pvt. Ltd (Flu Infection Care)	GuruPrasadam formulated ayurvedic flu infection care yog is an effective treatment of all types of viruses like Corona Virus, who is spreading currently all over India and affecting people.

15	Biosash Business Pvt. Ltd (Immunity Booster Pack)	One of the best ways u can boost up your immunity to stay prevented from Corona
16	Keva Industries (Keva Silver Plus)	Keva Silver Plus- Make Sure Immune System Ready to Fight Against COVID-19 and other viruses Precautional steps are advisable to protect against the deadly virus CORONA VIRUS. Make sure your immune system is ready to fight of COVID-19 and other viruses you may be exposed to?
17	Dharmani's International (ImmutolAyurvedic Capsules)	To beat Corona, to reduce infection... ImmutolAyurvedic Capsules "ImmutolAyurvedic capsules increases immunity and builds a protective shield around you." Assured (sure-shot) immunity booster ("immunity keliyeramban")
18	Valyou Products Private Limited (Amrith Noni)	Every drop has immunity/disease resistance power.
19	Herbal and Regimenal Therapy Centre (Tiryag Corona)	A preventive medicine based on concept of Unani medicine. #coronaupdate #coronamedicine #unan i#preventioncorona #herbalcorona. Boost your immunity Against Corona Virus - Pure herbal Unani Medicine 2 capsules per day for 1 Month
20	Shah SatnamJi Research & Development Foundation (Poojneeya Mata AaskaurJiAyurvedic Hospital)	#Precaution #prevention #COVID19 #Corona #Coronavirus #कोरोना #ayurvedapma #AYUSH #COVID2019 #CoronavirusPandemic #CoronavirusOutbreak #HomeQuarantine#Immunity Ayurvedic Protection against Corona Virus (कोरोना वायरस से आयुर्वेदिक बचाव)
21	Prakratee Group (Prakratee.com)	Improve your Immunity to protect from Viral & Various Infections. #prakratee#vitroimmunitybooster#immunityboost#immunitystrongproduct#defeatcorona #preventioncorona #immunityboostproduct #immunitystrongproductonline
22.	SidhaAyurvedic Hospital & Panchakarma Centre	There are a few methods; These are not the only cure for corona, but with these simple tools your immunity will definitely be a little over eight weeks
23	Isha Business Pvt Ltd (Isha Foundation) - Nilavembu Kudineer/ Nilavembu Kashayam	Remedy for fever Prevention from infections Daily immunity booster
24	Fly Ayush Amrit (Panch Amrit Tulsi Drop)	Prevention from Coronavirus
25	Dr. FeelGood's Homeopathic Clinic (Dr Mitesh N Prajapati) (Arsenic Album 30)	Homeopathy for coronavirus prevention Prevention from coronavirus like infections Ministry of AYUSH approved

26	German Homoeopathic Distributors Pvt. Ltd (Adel- India) -Arsenicum Alb. 30	Prevention from coronavirus Recommended by Ministry of AYUSH
27	Dr. Joshis' Homoeopathic Care (Dr Bhawisha Joshi)	3 step prevention from coronavirus Claims to prevent the disease effectively
28	Medopharm India-EQSTA-Pure-Tulsi-Drops with Vitamin D3	Immunity booster Prevention from coronavirus
29	Sandhya Pharma & Research Unit (Sandhya's Immunoviral Product)	Prevention from coronavirus
30	Sandhya Pharma & Research Unit (Dr Vikas Gupta) – Sandhya's Immunoviral Product & Swasth Rasayan	Prevention from coronavirus Lifesaving immunity booster
31	Heal Homoeo Clinic (Dr Anil Kumar)- SBL Arsenic Album	Prevention from coronavirus Immunity booster Recommended by CCRH (AYUSH) Advisory on Homeopathy for prevention of Corona virus infection.
32	Dr. Prashant Shah's Homeocures	Homeopathic prevention from coronavirus Recommended by Ministry of AYUSH
33	Dr. Abhinay Shukla (Aaradhya Eye care and Homeopathy Clinic) - Allium cepa30, Arsenic alb 30, Camphor 200	Homeopathic prevention against coronavirus
34	Saravana Marundhagam (Kabasura Kudineer)	Herbal supplement for prevention from coronavirus Immunity booster
35	Vasu Healthcare Pvt Ltd (Vasu Ayurvedic Immunity Kit)	Ayurvedic Immunity Kit for round the clock protection. Prevention from coronavirus
36	Club Ayurveda Pvt. Ltd	Prevention from coronavirus Immunity booster
37	Home n Health clinic (Dr Pankil Dhruv)	Prevention from corona flu Recommended by the Ministry of AYUSH Economical solution
38	The Ayu Life(Dr Jagrut Limbachiya)	Ayurvedic prevention for coronavirus Immunity Booster

39	Swasthya Homeopathic Health Clinic (Dr Himanshu Kurseja) - Arsenic Album 30	Prevention for coronavirus Recommended by the Ministry of AYUSH
40	Shastriya Ayurveda Jaipur	Corona Infection prevention through Immunity Booster Therapy
41	Divya Upchar Sansthan (Divya Kit)	Ayurvedic package for a disease free and a healthy life Prevention for coronavirus
42	Tatkshana Ayuverda (Dr Manasa Bhat) (Immune up)	Prevention from coronavirus
43	Ambic Ayurved India Pvt Ltd (Giloy Ark)	Prevention from coronavirus
44	Dr Kale's Homeopathy (Dr Aakash Kale)	Homeopathic prevention from coronavirus
45	Dr Aastha Pathak	Homeopathic prevention from coronavirus Immunity booster.
46	Maharshi Badri Pharmaceuticals Pvt. Ltd (Swarnaprash, Chyawanprash and Shakti Rasayan)	Immunity booster Prevention from weather related and viral diseases
47	Oilcure Health & Beauty- Immunity Combo-1	Immunity booster Prevention from coronavirus
48	Pragya Homeo Clinic -Arsenicum Album 30	Cure from coronavirus symptoms within 24 – 48 hours instead of 10 days Prevention from coronavirus
49	Dr. Mankads Homeo Clinic- Immunity Kit	Homeopathic Immunity booster kit Protection from coronavirus
50	CureZone Homoeopathic Clinic (Dr. V.B.Khare) (Immunity Booster Diet for Covid 19/Arsenic Album)	Immunity booster to beat coronavirus Prevention from coronavirus
51	Dr. Bakshi's Bakson's Homoeopathy (Throat Aid Homoeopathic Medicine)	Immunity booster Prevention from the symptoms of coronavirus
52	Dr G.S Makkar Sukhmani Homeopathic Multispeciality Clinic- Immune booster Homeopathic medicines	Homeopathic prevention against coronavirus
53	Dr. Samir Thakkar - Homeopathic Solution for Coronavirus (nCOV)	Prevention from coronavirus

54	Dr. Trivedi Homeopathic Clinic (Dr. Utkrash Trivedi) (Arsenic Album 200/ Influenzinum 200)	Prevention from coronavirus
55	Prakruthi Homeocare (Dr Kiruthiga Subramanian)Arsenicum Album	A 3-day course for prevention from coronavirus
56	CureZone Homoeopathic Clinic (Dr. V.B.Khare) (Moringo Powder)	Prevention from coronavirus
57	Biotroch Pharmaceuticals Co Pvt Ltd (Biotroch Panch Tulsi Drop)	Immunity booster Cure for coronavirus
58	K.P Pathrose Vaidyan's Kandamkulathy Vaidyasala- Kandamkulathy Chyavanaprasam	Immunity booster Prevention from coronavirus
59	Rudraksha Skin -Hair & Cosmetology Centre (Ayurveda Immunity Boosting Kit)	Ayurvedic immunity booster Prevention from coronavirus
60	Dhanwantari Distributors Pvt. Ltd.- Dhanwantari Natural Products	Immunity Booster Prevention from coronavirus
61	Dr. Ghongdes Sanjivani Homoeopathic Clinic (Dr Yogesh Ghongde)	Immunity booster Prevention from coronavirus
62	Aditi Homeo Clinic (Dr Satish J Patel)	Prevention from coronavirus
63	Shree Sai Homeo Care Clinic (Influenzinum.200-Arsenic Album.200)	Homeopathic prevention from coronavirus
64	Dr. Chetan's Homeo Clinic (Dr Chetan Raj)	Prevention from coronavirus
65	Sri Srinivasa Homeo Clinc	Prevention from coronavirus
66	Spandan Homoeopathy (Aksir Medicine)	Prevention from coronavirus Stops transmission from coronavirus
67	Dr Kapoor's Homeopathy (Arsenicum Album 30)	Prevention from coronavirus Recommended by Ministry of AYUSH
68	Powell Laboratories Pvt. Ltd- Arsenicum Album 30	Prevention from coronavirus Recommended by the Ministry of AYUSH
69	Powell Laboratories Pvt. Ltd (Purifier)	International solution for prevention from coronavirus
70	Bhargava Phytolab Pvt Ltd	STRONG IMMUNITY can keep your FAMILY SAFE from Covid-19

	(Aresnicum Album 30 & Anas Barabariae)	
71	ZCareWellness (ZAnosia)	Increase Immunity Against Various types of Viral Disorders.
72	Shree Homoeo Center (Dr Satya) (Arsenic Album 30)	The use of hashtags in the advertisement indicated above imply that the product Arsenic Album 30 will prevent coronavirus infection.
73	Agni Ayurvedic Village (Coronavirus Prevention)	Prevention guide against Covid-19
74	Hemraj Homeo Clinic(Dr Tejas Vyas)	Immunity booster and fights Covid-19 Recommended by AYUSH
75	Homeo-Cure Homeopathy (Dr Tasnim Manerr)	Prevents Corona virus Immunity booster and fights Covid-19 virus
76	Livo Universal-Giloy	Prevention against Covid-19 virus
77	Reeshabh Homoeo Consultancy (Dr.Kavita Chandok)	Prevention against Covid-19 virus
78	Reeshabh Homoeo Consultancy (Dr.Kavita Chandok)	Prevention against Covid-19 virus
79	Dr. S. P. Mishra (Pragya Homeo Clinic) (Arsenic Album 30 & Influenzim 200)	Prevention and treatment against Covid-19 virus
80	Dr. S. P. Mishra (Pragya Homeo Clinic) (Arsenic Album)	Immunity booster and fights Covid-19 virus
81	Gavya Health Care Centre (Gavya Care Corona (Positive) Cure Kit & Gavya Care Corona Precaution Kit)	Help to fully cure positive cases of covid-19 virus infection and prevents contraction of Covid-19
82	Hetal's Homoeopathic Clinic (Dr Hetal Vyas)	Preventive homoeopathy for viral Infections Coronavirus
83	TapasviLifeScience India (AyurtreeHerbals)	Prevention against Corona Virus
84	Dr Nanduri Homeopathic Clinic	Prevention against Corona Virus
85	Growell Group Of Companies	Prevention against Corona Virus and Swine Flu Claims to be recommended by Govt of India (AYUSH)
86	Agnivesh Ayurved Health Care	Increase Immunity and protection against Corona Virus
87	Dr Pradip Doshi's Hospital Pharmaceutical Research Institute	Antiviral medicine for Corona Virus It prevents against all virus infections

88	Dr Gopalkar's Homoeopathy	Homeopathic medicine on COVID-19 to boost the immune system as recommended by Ministry of AYUSH
89	Vedika Ayurvedic Skin Care & Research Center	Co-immunity booster to protect your body from infectious diseases as well as boost your immune system Claims that ingredients approved by Ministry of AYUSH
90	Swarnaveda Ayurvedic & Panchkarma Center (Dr Pratibha Jain/Dr Khushdev Sharma)	Fights Corona Virus and builds immunity
91	Nipco Homeopathic Products	Prevention against Corona Virus
92	Shree Triveda Bioveda Private Limited	Use immune boost against viruses
93	Vedika Ayurvedic Skin Care & Research Center-Vedika Co-Immunity Booster Powder and Tablets	A Strong Immune System helps you to fight against viruses.
94	Xieon Life Sciences Pvt. Ltd- (PureHerbs Ayush Kudineer)	Member of ASUDTAB, Ministry of AYUSH
95	Indian Marketing Company	Increases power to fight any kind of contamination
96	Natural Hills Ayurveda	Fighting Covid-19
97	Homeo-Cure (Dr Tasnim Manerr)	Build your immunity against CORONAVIRUS As per the recommendation by Ministry of AYUSH, Government of India HOMEOPATHY is of help in preventing the spread of Coronavirus
98	Indu Ayurveda-Hospital-Wellness-Corona Kit-S	Sells preventive package called #CoronaKit for COVID 19 Symptoms
99	Vishwavrinda Ayurveda – Ayush Kwath Immunity Booster	Immunity booster and recommended by Ministry of AYUSH, Govt.
100	Vaibhavi Homoeo Clinic (Dr Rushali Angchekar)	Preventive medicine against Corona Virus
101	The Ayurlife	Increases immunity against Corona Virus Ayush Kwath is the approved medicine for COVID-19 recommended by MINISTRY OF AYUSH to increase immunity
102	Tansukh Herbals Pvt. Ltd (Ayush Kwath)	Prevention against COVID-19
103	Dr. Nemade's Homeopathy (Dr. Sagar Nemade)	Dr. Sagar Nemade, a Homeopathy Consultant is providing Free Preventive Homeopathic Doses for Coronavirus at Wellness Plus Polyclinic, Viman Nagar & Shree Polyclinic Porwal Road.

104	Hahnemann Society & Distributors (Arsenic Album 30)	<ul style="list-style-type: none"> • Arsenic Album 30 for prevention of coronavirus Available at Hahnemann Society & Distributors (Haltu) and Hahnemann Society (Bowbazar) <p>India's Ministry of AYUSH recommended taking an arsenic-based homeopathic substance as a prophylactic medicine against the infection.</p>
105	Naturayog Healthcare Center (Dr Gayatri S Maurya)	<ul style="list-style-type: none"> • Covid-19 Prevention Kit Available at Naturayog. <p>Boost your Immunity, Increase Immunity due which you can fight not only corona but also any other diseases.</p>
106	Chakrapani Ayurveda Clinic & Research Center	<p>Various preparations of Giloy- Guduchi (Tinospora cordifolia) like swarasa (juice)/ guduchi kwath (decoction)/ guduchi churna / samshamani tablet can be taken twice daily as a preventive medicine.</p>
107	Dr M L Gupta's Homoeopathic Clinic (Dr. Preeti Gupta)- Arsenic Album 30	<ul style="list-style-type: none"> • Protect yourself from Coronavirus. <p>CCRH (AYUSH) advisory on Homeopathy for prevention of coronavirus infection.</p>
108	HomoeoCARE (Dr. Pravin Jain) - Arsenic Album 30	<ul style="list-style-type: none"> • Covid 19 Preventive Medicine -Arsenic Album 30. • Arsenic alb 30 as a preventive for covid 19. • Miraculous cure by homeopathy. Homeopathy treats where allopathy fails. <p>Ayush Ministry of the Govt of India has recommended a homeopathic medicine Arsenic Alb 30 as a preventive for COVID 19.</p>
109	Dr. Monga Ayurvedic Clinic (Ayur Grow Tablet)	<ul style="list-style-type: none"> • Prevent Corona with Ayur Grow. • Protect your family and friends from infection. Avoid Corona make your immune system strong with Ayurgrow. <p>Ayush Ministry has recommended to take these 4 herbs to Boost your Immunity.</p>
110	Toptime Network Private Limited (A venture of Deltas Pharma) Carona Fight Products	<p>Prevention is better than cure, Buy a set of Carona Fight Products*</p>
111	Dr G D Memorial Super Speciality Homeopathic Clinic & Wellness Center (Dr Rajesh Manghnani) - Arsenic Album 30 & Influenzinum 30	<ul style="list-style-type: none"> • PREVENTIVE MEDICINE FOR CORONA IS AVAILABLE. Take 2 dose of ARSENIC ALBUM 30 mixed with INFLUENZINUM 30 in 10 minutes interval for 1 to 3 days as per severity in area & feasibility. <p>Anybody may collect genuine German Homeopathic Medicine from clinic to prevent & one of the measure to save CORONA INFECTION for your family & society.</p>
112	Dr. Moolchandani's Homeopathy (Arsenicum Album 30)	<ul style="list-style-type: none"> • Dr. Moolchandani's HOMEOPATHY- Free Distribution of Preventive Homeopathic Medicines for COVID-19.

		आयुष मंत्रालय के निर्देश अनुसार कोरोना वायरस से लड़ने हेतु शरीर की रोग प्रतिरोधक क्षमता के लिए प्रतावित होम्योपैथी दवाई आर्सेनिकम एल्बम 30 CH (ARSENICUM ALBUM 30 CH) का निष्कूल वितरण किया जाता है आमजन से निवेदन है कि वे इस सुविधा का लाभ उठाये.
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DMR VIOLATION

Sr.No	Advertiser (Brand / Product)	Claims
1	Zemaica Healthcare/High Height	Health Ayurveda Height Growth Medicine Ayurvedic Height Increase Increase Your Height By 2 to 7 Inches
2	Zemaica Healthcare/Max Height	Max Height is Ayurvedic herbal height Growth medicine. It is a Powder that will increase your height by 2 to 7 inch
3	Zemaica Healthcare / Perfect Height Growth Plus	Perfect Height Growth Plus is an Ayurvedic Herbal Medicine in form of powder supplement for height increasing. This is the fastest formula for height increase. With the help of this product, people between 12-18 years of age can increase Perfect Height Growth Plus is an Ayurvedic herbal medicine, it is a powder that will increase your length from 1 to 1 .5
4	Zemaica Healthcare / Speed Growth	Speed Growth is an Ayurvedic Height Growth Medicine for height increasing. Speed Growth is an Ayurvedic herbal Powder for Men & Women, it is a Powder that will increase your height by 3 to 7 inch.
5	Zemaica Healthcare / Perfect Growth (Strawberry Flavour)	Perfect Growth is an Ayurvedic Herbal Medicine for height increasing. Increase you're naturally and fast.
6	Zemaica Healthcare / Hite Right Grow Herbal Capsule	Hite Right Grow is an Ayurvedic herbal Capsule for Men & Women It is a Capsule that will increase your height by 2 to 7 inch
7	Zemaica Healthcare/ Diabetes Cure	Diabetes Cure
8	Zemaica Healthcare/ DB Control Plus Herbal Capsules	DB Control Plus Herbal Capsules Diabetes Cure

9	Zemaica Healthcare/ XXX Power Capsule	<p>Penis Enlargement Supplement – on product pack It enhances your Penis and elevates and affects your partner on the bed. With the help of this Ayurvedic supplement, Adult people can easily increase the length of their Penis & sex power.</p>
10	Zemaica Healthcare / X Power Force	<p>Powerful orgasm go all night long , more sexual appetite – on product pack The Best Organ Enhancement Ayurvedic Medicine. X Power Force Capsules Is 100% Natural And Sex Power Medicine For Men By Health Ayurveda. With The Help Of This Ayurvedic Supplement, Adult People Can Easily Increase The Length Of Their Organ & Sex Power.</p>
11	Zemaica Healthcare / VibradeX	<p>It helps in increase the length of the Penis It enhances your Penis and elevates and affects your partner on the bed. This product helps increase the length of the Penis by 7 to 8 inches and thickness by 2 to 3 inches. Adult people can easily increase the length of their Penis & sex power.</p>
12	Zemaica Healthcare / VibradeX Penis Enlargement Oil	<p>It gives length and shape to Penis. It helps in increase the length of the penis. It enhances your Penis and elevates and affects your partner on the bed.</p>
13	Zemaica Healthcare / Power 300	<p>Safe & natural way to increase Penis Size It ignites the passion. It improves & maintains the penis, reduces over- excitability and increases the duration of intercourse. Secure Healthcare Power 300 is a blended herb mineral preparation containing time tested trusted rejuvenation ingredients effective in physical, psycho sexual health of young & elderly.</p>
14	Zemaica Healthcare / Neoprane Power Plus	<p>Go All Night Long Powerful Orgasm More Sexual Appetite This is the best penis enhancement Ayurvedic Medicine. It gives length and shape to Penis. It helps in increasing the length of the Penis. It enhances your Penis and elevates and affects your partner on the bed. This product helps to increase the length of the Penis by 7 to 8 inches and thickness by 2 to 3 inches.</p>

15	Zemaica Healthcare / Neoprane Penis Enlargement Oil	<p>It gives length and shape to Penis.</p> <p>It helps in increasing the length of the Penis.</p> <p>It enhances your Penis and elevates and affects your partner on the bed.</p> <p>Using this medicine, people between 15 years to 30 years can easily increase their sex power and penis length.</p>
16	Zemaica Healthcare / Neoprane Penis Enlargement Capules	<p>It gives length and shape to PenisIt helps in increase the length of the Penis.</p> <p>It enhances your Penis and elevates and affects your partner on the bed.</p> <p>This product helps increase the length of the Penis by 7 to 8 inches and thickness by 3 to 4 inches.</p> <p>Using this medicine, people between 15 years to 30 years can easily increase their sex power and penis length.</p>
17	Zemaica Healthcare / Natural Power Plus Capsules	<p>Penis Enlargement - on product pack</p> <p>Natural Power Plus Capsules for Sex Power & Stamina.</p> <p>It gives length and shape to the penis.</p> <p>It helps in increase the length of the penis.</p> <p>It enhances your penis and elevates and affects your partner on the bed.</p> <p>This product helps increase the length of the penis by 7 to 8 inches and thickness by 3 to 4 inches.</p>
18	Zemaica Healthcare / Extra Power Capsule	<p>Penis Enlargement - on product pack</p> <p>It gives length and shape.</p> <p>It helps in increasing the length of the Penis</p> <p>It enhances your penis and elevates and affects your partner on the bed.</p> <p>This product helps increase the length of the penis by 5 to 7 inches and thickness by 3 to 4 inches.</p>
19	Vishla Agro Tech Pvt. Ltd. / Madona Breast Course	<p>Tags: Breast enlargement, Shape & Size of Boobs, Enlarged boobs.</p> <p>It will increase the Boob size in a short period.</p> <p>It works for making shape and enlargement of boobs.</p>
20	Vishla Agro Tech Pvt. Ltd. / Shiv Tandav Course (For Adult Male)	<p>It works for making enlargement and erection.</p>
21	Vishla Agro Tech Pvt. Ltd. / Dr ThankisRatipriya Oil	<p>Place a few drops of the oil on penis skin, spread gently and rub it from root to top slowly and gently for 5 minutes. (It works for making erection and also to increase the size of the penis)</p> <p>The oil can be applied lightly on the female breast. Apply a few drops on boobs and rub it clockwise gently. (It works in increasing shape and size of the breast).</p>

		An oil which can solve the problem of erectile dysfunction by simply massaging it on private part without any sort of side effects.
22	Vishla Agro Tech Pvt. Ltd. / Dr Thankis Power Plus Powder	This medicine increases the strength of the penis. It also in increasing the size of the breast in ladies It increases vigor and vitality The girls and women whose breasts are underdeveloped, this medicine gives an excellent result.
23	Alex World Class Products Pvt. Ltd. / Ashwagandha Tablets	It increases fertility and sexual ability in men.
24	Alex World Class Products Pvt. Ltd./ Netra Shakti	Keeps the eyes healthy, enhances the power of eyesight, reduces the number of glasses, and brings back the lost eyesight. Alex eye power eye drops increase the power of eye sight, reduce the number of eyes and bring back the lost eye. It is an ideal protective medicine for healthy eyes. Be it child or elderly, it is beneficial for every age.
25	Ayushakti / Shukravardhak Tablets	Aphrodisiac formula that nourishes the male reproductive system.
26	Vital Care Healthkart/ Vital Care Private Limited / Sparant Gold Capsule	Reduced libido Unsatisfactory sexual performance Premature ejaculation Sexual neurasthenia Herbal vitalizer, controls stress Improves desire for sex Enhances strength and immunity Restores sense of well-being, energy & vitality. Gets the middle-aged persons back into mainstream.
27	Unani Herbal / Hoobust	Builds up the breast muscles. Supports & promote healthy breast tissues Efficacious for: Sagging Breasts, Drooping Breasts due to ageing, breast feeding etc.
28	Unani Herbal / Hoopenex	Best UnaniAyurvedic and Herbal medicine for sexual power. Aphrodisiacs, increase sexual desire & build up libido (sexual energy)
29	ArogyadhamAyurvedic centre / ArogyaHridayaband&Arogya Heart Cure Kit	Specially to remove heart blockage- On product pack (ArogyaHridayaband)

Education

Complaints against advertisements of 39 educational institutes listed below are **UPHELD** mainly because of **unsubstantiated claims AND/OR misleading claims that they provide 100% placement/100% placement assistance AND/OR they claim to be the No.1 in their respective fields/best in their respective fields.** The advertisements also violated **ASCI Guidelines for Advertising of Educational Institutions and Programs.** Many advertisements also contravened **ASCI Guidelines for Usage of Awards/Rankings in Advertisements and Guidelines for Disclaimers**

Pushpanjali Hospital & Research Centre-Pushpanjali College of Nursing	Sharda Group of Education-Sharda Vidya Mandir Mahavidhyalaya	Nageen International (Continuous professional development-cpdonline.in)
Gokula Education Foundation (Medical) Trust- M. S. Ramaiah University of Applied Sciences	St. Thomas Higher Secondary School & Senior Secondary School	Harmony the Women's Foundation Institutes of Fashion Design
G-Tec Computer Education (G-Tec Virtual University)	Nageen Group- St. Xavier's World School for Girls	KKM Trust- Stratford Public School and Junior College
Pinnacle Educational Trust - Elitte College of Engineering	Mentors Eduserv Digital/ ME-Digital	Indu Devi Ranjeet Kumar Prakash Professional College
Shri Sai Extreme Classes (Junior Wing by Mohit Sabharwal)	Aviram College of Education (Aviram A Group of Institutions)	Teerthanker Mahaveer University
Momentum	Shiksha Academy	Shri Venkateshwara University
Delhi International School	26. Capital University	CrackIAS.com
ABC Classes	United Group of Institutions	Zephyr Entrance
Kautilya Competition Academy	Mehr Chand Polytechnic College	Kalburgis Classes
Konale Coaching Classes	Gokula Education Foundation (Medical) Trust- M. S. Ramaiah University of Applied Sciences	Premier Institute

The following advertisements violated ASCI's Guidelines for Advertising of Educational Institutions and Programs

1) **Amity University:** The television advertisements claims "Amity University online MBA has been ranked No 1 in Asia" and "India's No.1 choice for online education" were not substantiated.

For the claim, "Amity University online MBA has been ranked No 1 in Asia" the advertiser did not provide copies of the award/certificate, the basis of the award such as the details of the process as to how the selection for the award was done, details of the criteria for granting the award, survey methodology of both the award, parameters considered, questionnaires used, names of other

universities that were part of the survey, the outcome of the survey, and the details about the awarding bodies. The second claim “India’s No.1 choice for online education” was not substantiated with verifiable comparative data of the advertiser’s university and other similar universities offering online education, to prove that they are in leadership position (No.1) in providing online education, or through an independent third party validation. The source for the claim was not indicated in the advertisement. Additionally, the advertisement also contravened Guidelines for Usage of Awards and Rankings in Advertisement and ASCI Guidelines for Disclaimers in Advertising.

2) IES University, Bhopal: The claim stated that “IES University, Bhopal’s 2nd Largest Placements Opportunity Provider University in M.P” and “Most Promising University for Consistent Campus Placements” were misleading. The advertiser makes claims of being the 2nd largest placements provider in Madhya Pradesh as well as being the most promising university due to consistent campus placements. However, the advertiser did not provide any substantiation for the claims nor the details of the process for being selected as the second largest placement opportunity provider and details about the organization conducting such ranking.

3) Christopher Phoenix: The advertisements claims “The Best Preparatory APP”, “India’s No.1 Learning App for Competitive English” and “India’s No.1 Learning App for English” were not substantiated. The superlative claims were not substantiated with verifiable comparative data of the advertiser’s learning application and other similar English learning applications in India, to prove that they are in the leadership position (No.1) in providing coaching to their students for competitive English, or through an independent third party validation.

4) Pahal Design Education Pvt. Ltd: The advertisements claims, “No 1 Coaching Classes for Design”, “No 1 Coaching for Design” were not substantiated with verifiable comparative data of the advertiser’s coaching class and other similar coaching classes, to prove that they are in the leadership position (No.1) in providing coaching to their students for design, or through an independent third party validation. The CCC was of the opinion that it is not possible for the advertiser to conduct comparative studies to generate claim support data for these leadership claims given the unorganized nature of the educational sector and number of such coaching institutes. Hence it was unlikely for the advertiser to have such support data.

5) Spectrum Eduventures: The print advertisements claim, “In JEE (Main) “3rd year in a row” Spectrum Dehradun has produced Highest Selections” was not substantiated. The advertiser did not provide any support data or evidence of comparison with other similar coaching classes, to prove that their coaching class has achieved the highest selection in JEE (Main), in Dehradun, for 3rd year in a row, nor the claim was backed by any independent third-party certification. The CCC opined that it is not possible for the advertiser to conduct a comparative study to generate such claim support data as selection record for coaching class institute is private and is not in the public domain for such comparison. Hence, it was unlikely for the advertiser to have such support data.

6) Dev Aviation Academy: The television advertisements claim, “100 Percent Job Placement Assistance (voice over claim)” and “100 % Job Assistance” are misleading by implication. The CCC concluded while the advertiser may be providing job placement assistance to their students for getting jobs in the aviation industry, the use of 100% numerical is not relevant for “Job Assistance” and “Job

Placement Assistance” claims. There cannot be a percentage assigned to any assistance claim such as 40% or 80% assistance, hence the use of “100%” as a descriptor is misleading.

7) Prestige Education Society - Prestige Education Foundation: The television advertisements claim, “100 + National Educational Awards” was not substantiated and misleading by exaggeration. The advertiser is promoting its education foundation with campuses in Indore, Dewas, and Gwalior which offer 60+ courses in Management, Mass Comm, Law and Engineering. The advertiser claims to be an autonomous NAAC ‘A’ and NBA accredited institution which has received more than 100+ national educational awards. The award data submitted by the advertiser referred to awards received by the institute from 2012 to 2019, awards received by the faculty and awards received by students of which only 23 awards were in entirety received by the institution. The CCC also expressed concern over the fact that some of the awards received by the institute were not necessarily educational awards. Further, the advertiser did not provide any copy of the award certificates, reference of the awards received such as source, category, the basis of the award such as the details of the process as to how the selection for the award was done, the details of the process for awards selection, criteria for granting the awards, survey methodologies, parameters considered, questionnaires used, names of other institutes that were part of the surveys, the outcome of the surveys, and details about the awarding bodies. The advertisement contravened ASCI Guidelines for Usage of Awards and Rankings in Advertisements as well as ASCI Guidelines for Disclaimers in Advertising.

8) Master Dayanand Memo. Education Trust- Sanksaram Group of Schools: The television advertisement’s claims, “No 1 School” and “Continuously for last 2 Years the School Has Won the Award for The Best School in the region by Chief Minister Manohar Lal” were not substantiated and misleading. The claim “No.1 school” was not substantiated with verifiable comparative data of the advertiser’s school and other similar schools, to prove that their school is in leadership position (No.1) than all the rest or through an independent third-party validation. The CCC was of the opinion that it is not possible for the advertiser to conduct a comparative study to generate claim support data for this leadership claim given the unorganized nature of the educational sector and number of such educational schools in India.

For the claim “Continuously for last 2 Years the School Has Won the Award for The Best School in the region by Chief Minister Manohar Lal”, the advertiser did not provide supporting data on year on year basis for the last two years as claimed - reference of the awards received, source of the awards, category, the basis for the awards or the survey methodology followed such as the details of the process as to how the selection for the awards was done, details of survey data, criteria used for evaluation, questionnaires used, names of other schools that were part of the survey, the outcome of the survey, and the details about the awarding body. The source for the claim was not indicated in the TVC. The TVC also contravened the ASCI Guidelines for Usage of Awards and Rankings in Advertisements.

9) TVS Educational Society - TVS Polytechnic College (CPAT-TVS): The television advertisement claims, “100% Job Placement” and voice over claim, “100% Placements” were not substantiated with authentic supporting data such as batch size of students per year, detailed list of students and evidence to support their enrolment, contact details of students for verification, list of students who

were placed through their college in relevant industry sector, their appointment letters, list of students who were not placed and the reason for their non-placement, nor any independent audit or verification certificate. The TVC did not have any disclaimers to indicate “Past record is no guarantee of future job prospects”. The television commercial also contravened ASCI Guidelines for Disclaimers in Advertising.

Food and Beverages

1) Rentio Foods Private Limited (Rentio Tuar Dal): The television advertisement’s claims, “Rentio Tuar Dal contains Natural Protein That Has Power to Fight Against Life Threatening Viruses” and “It Increases your Immunity” were not substantiated. The advertiser did not submit any product specific details such as composition / FSSAI license details / pack artwork, and FSSAI approval for the claims being made in the advertisement. They also did not provide any scientific rationale, clinical evidence, or published literature references for the claims made. The advertisement also does not make reference to the intake quantity of the product. As per the Regulations by FSSAI, no claims should be made which refer to the suitability of the food for use in the prevention, alleviation, treatment or cure of a disease, disorder or particular physiological condition.

2) Foodcy Agro Industries (Star Salt): The advertisements claims “More Iodine”, “More Iron” and “Low Sodium” were not substantiated. The advertiser did not submit any product specific details such as composition / FSSAI license details / pack artwork. The claims are misleading by omission of the reference for the basis of comparison.

3) Siddhant Lime Pvt. Ltd (Siddhant Alkal) - The television advertisement’s claims, “Disease Go Away and Immunity increases; Effective Results Can Be Seen by Drinking One Pouch of Siddhant in One Litre of Water”, “Natural Antibiotic” and “India’s One and Only Alkal Company That Holds FSSAI, USFDA, WHO GMP And ISO License” are misleading by exaggeration. For the claims, “Disease Go Away and Immunity increases; Effective Results Can Be Seen by Drinking One Pouch of Siddhant in One Litre of Water”, and “Natural Antibiotic” the advertiser did not submit any product specific details such as composition / licence / pack artwork or samples, evidence of the ingredients present in the product, nor clinical evidence of product efficacy to indicate that consumption of the one pouch of the product in one litre of water eradicates diseases and improves immunity. There were no scientific rationale or published literature references to support the product efficacy claimed. For the claim, “India’s One and Only Alkal Company that holds FSSAI, USFDA, WHO GMP and ISO License”, the advertiser did not provide any evidence of comparison with other Alkal companies in India, to prove that they are the only company to possess the stated licences. The advertisement shows an FSSAI logo in a non-standard format implying that it is an endorsement from FSSAI. The symbol of FSSAI logo does not contain their License number on the principal display panel in the format as suggested in the FSSAI Advisory. The CCC concluded that the improper use of FSSAI logo was misleading by implication and also was in violation of the FSSAI advisory. Claims, “Disease Go Away” and “Natural Antibiotic” appear to be a medicinal claim for a food product and was in violation of Advertising and Claims Regulations. As per the Regulations by FSSAI, no claims should be made which refer to the suitability of the food for use in the prevention, alleviation, treatment or cure of a disease, disorder or particular physiological condition.

4) Surya Pharmaceuticals (Surya ImunUp Syrup): The print advertisement's claim "Beat Covid19, Increase Immunity", was not substantiated, it appears to be a medicinal claim for a food product which is in violation of Advertising and Claims Regulations. The advertiser did not submit any product specific details such as composition / licence / pack artwork or samples, clinical evidence of product efficacy to indicate that consumption of the Syrup helps beat COVID-19 and increases immunity. As per the Regulations by FSSAI, no claims should be made which refer to the suitability of the food for use in the prevention, alleviation, treatment or cure of a disease, disorder or particular physiological condition. The advertisement also depicted an upturned logo of FSSAI, the depiction of an FSSAI logo in a non-standard format implies that it is an endorsement from FSSAI. The symbol of FSSAI logo does not contain their License number on the principal display panel in the format as suggested in the FSSAI Advisory. The CCC concluded that the improper use of FSSAI logo was misleading by implication and also was in violation of the FSSAI advisory.

5) Amber Enterprises (Krison Cow Milk Tulsi Jaljira Masala Aam Chatupat): The print advertisement's claims, "Best FMCG Products" and "Best Profit Margin" were not substantiated with verifiable comparative data or market research data of the advertiser's products and their profit margin with other FMCG products and their profit margin, to prove that they are better than all the rest, nor were the claims backed by an independent third-party validation. The advertiser uses an FSSAI logo as well as indicates that their FMCG products are the best and offer the best product margin. The advertisement shows an FSSAI logo in a non-standard format implying that it is an endorsement from FSSAI. The symbol of FSSAI logo does not contain their License number on the principal display panel in the format as suggested in the FSSAI Advisory. The CCC concluded that the improper use of FSSAI logo is misleading by implication and also was in violation of the FSSAI advisory.

6) SJP and Sons Super Products Private Limited (Naturalism Detox Green Tea): The advertisement's claims, "Increase Immunity Power", "Protect from Heart Related Disease" and "Help in protection from Corona infection" were not substantiated. The advertiser did not submit any product specific details such as composition / licence / pack artwork or samples and FSSAI approval for the claims made in the advertisement. They also did not provide any technical data, scientific rationale or clinical evidence of product efficacy, to prove the product's ability to provide the health benefits claimed in the advertisement nor the protection efficacy of the product from corona. The CCC opined that as per the Regulations by FSSAI, no claims should be made which refer to the suitability of the food for use in the prevention, alleviation, treatment or cure of a disease, disorder or particular physiological condition.

7) Neni Memi Foods Pvt Ltd (Nenimemi Popcorns): The advertisement's claim "The Original Popcorn Brand" was not substantiated. The CCC opined that as per the Regulations by FSSAI such claims can be made to describe a food that is made to a formulation, the origin of which can be traced, and that has remained essentially unchanged over time. It should not contain replacements for major ingredients. Further, it may also be used to describe a process, provided it is the process first used in the making of the food, and which has remained essentially unchanged over time, although it may be mass-produced. The advertiser did not provide any evidence or certification ascertaining the originality of the product/brand.

8) L. R Food Private Limited (Perfect Premium Quality Bread): The print advertisement's claim "A Real Bread with Original Taste" was not substantiated. The advertiser did not submit any product specific details such as composition / licence / pack artwork or samples and FSSAI approval for the claim made in the advertisement. Further, the CCC opined that as per the Regulations by FSSAI such claims can be made to describe a food that is made to a formulation, the origin of which can be traced, and that has remained essentially unchanged over time. It should not contain replacements for major ingredients. Further, it may also be used to describe a process, provided it is the process first used in the making of the food, and which has remained essentially unchanged over time, although it may be mass-produced. The advertiser did not provide any evidence or certification ascertaining the originality of the product.

9) Prakratik Amartam Private Limited - Prakratik Immunity Power Malt: The print advertisement's claim "Protection from Corona - Immunity Power Malt" was not substantiated. The advertiser did not submit any product specific details such as composition / licence / pack artwork or samples and FSSAI approval for the claim made in the advertisement. They also did not provide any technical data, scientific rationale or clinical evidence of product efficacy, to prove the product's ability in protecting a consumer from Corona. Claim appears to be a medicinal claim for a food product which is in violation of Advertising and Claims Regulations. Further, the CCC opined that as per the Regulations by FSSAI, no claims should be made which refer to the suitability of the food for use in the prevention, alleviation, treatment or cure of a disease, disorder or particular physiological condition.

10) Bonn Nutrients Pvt Ltd (Bonn NU Health Immunity Booster Herb & Seeds Bread): The television advertisement's claims, "An Immunity Bread (Immunity Wali Bread)", "Essential Ingredients to Boost Immunity -Turmeric, Black Pepper, Oregano, Sunflower Seeds and Pumpkin Seeds", and "Immunity Booster Herb & Seeds Bread" were not substantiated. The advertiser is promoting an immunity boosting bread which contains various herbs and ingredients like turmeric, black pepper, oregano, sunflower seeds and pumpkin seeds. However, the advertiser did not submit any product specific details such as composition / licence / pack artwork or samples, and FSSAI approval for the claims made in the TVC. They also did not provide any technical data, scientific rationale or clinical evidence of product efficacy, to prove the product's ability to boost immunity. The claims appear to be medicinal claims for a food product which is in violation of Advertising and Claims Regulations. As per the Regulations by FSSAI, no claims should be made which refer to the suitability of the food for use in boosting immunity.

11) Cool In Cool Organic Foods (Cool In Cool Organic Range of Products): The television advertisement's claim "Organic" was not substantiated. The advertiser is promoting a range of organic products like tea, oil, gulkhand, hair oil, etc. However, the advertiser did not provide any product specific information such as copy of product label, product approval license and product composition details, or organic certification for their advertised product. Moreover, the advertiser did not indicate if the claims were in compliance with FSSAI guidelines for organic products.

12) Rupamata Agrotech Private Limited (Rupamata Natural Sattva Organic Jaggery Powder): The television advertisement contains the word "organic" in the product name and was not substantiated. The advertiser is promoting a natural sattva organic jaggery powder, and the product name -

'Rupamata Natural Sattva Organic Jaggery Powder' contains the word "organic". However, the advertiser did not provide any product specific information such as copy of product label, product approval license and product composition details, or organic certification for their advertised product. Moreover, the advertiser did not indicate if the claims were in compliance with FSSAI guidelines for organic products.

13) Lion Dates Impex (P) Ltd (Lion Dates Range of Products): The advertisement's claim "Lion Dates, Lion Dates Syrup and Lion Agmark Honey has high immunity strength, vitamins, minerals, and antioxidants; increases the high immunity strength in us and protects from disease" was not substantiated. The advertiser did not submit any product specific details and FSSAI approval for the claims being made in the advertisement, if any. They also did not provide any technical data, scientific rationale or clinical evidence, to prove that their products provide high immunity strength, vitamins, minerals and antioxidants, which in turn protects the consumer from disease. The CCC also expressed concern over the fact that the advertisement makes a reference to "date syrup" which would include a sugar component. The claim made in the advertisement does not indicate any restriction over consumption of such a product as excessive consumption or consumption beyond recommended levels would be detrimental to health.

14) Sheelpe Enterprise (Aava Mineral Water): The Ad-Emailer's claims, "It's Official: Aava Water Boosts Immunity - AAVA IS INDIA'S ONLY IMMUNITY BOOSTING NATURALLY ALKALINE MINERAL WATER WITH A PH OF 8+", "An alkaline body absorbs 20% more oxygen which has a direct impact on the body's immune system" and "Drinking naturally alkaline water which has no additives or harmful treatments like RO, UV and Ozonisation helps with supercharged hydration" were considered misleading.

For claim "It's Official: Aava Water Boosts Immunity - Aava is India's Only Immunity Boosting Naturally Alkaline Mineral Water With A Ph Of 8+", the CCC observed that the advertiser's response for the said claim emphasizes on proving that Aava water is Naturally alkaline with pH 8+. However, if the advertiser is specifically stating "pH of 8+" then it appears contradictory to the disclaimer which says a range of 7.8 to 8.2. The rationale for the claim of "Immunity Boosting" is based on news articles, popular science articles and personal opinions of the scientist. However, there are also some research papers which show role of Magnesium in immunity building. The CCC noted that although the referred papers on Mg building immunity say that "it stimulates innate immunity by stimulating the macrophages and neutrophils", the scientific and logical observation is the "alkalinity of the water" would be buffered out by the strong gastric acids that are first line innate immunity destroying all toxins, microorganisms. Moreover, acid dilution will seriously affect the digestion process particularly proteins and fats. It will also affect absorption of most of the drugs (as most of them are weakly acidic and get absorbed in the stomach). Alkaline water "boosting immunity" is a tall claim that it stimulates innate immunity and is advised to take on daily basis. As a matter of fact, if it leads to hypermagnesemia, the consumer will suffer and be unhealthier. One of the literature papers (public domain) submitted by the advertiser refers to a study on 100 human volunteers which may support the general claim of "good rehydration". This could be indirectly validated with this report because it states that the precondition of subjects as "after strenuous workout". This is indirectly suggesting

temporary dehydration conditions. Further, lowering blood viscosity could improve flow rate and oxygen delivery but this can no way be interpreted as “boost immunity”. Most of the public domain reports are stating that more research is needed to substantiate the claims. Moreover, the advertiser asserts that they are “India’s only ...”. Based on this assessment, the CCC concluded that the claim was inadequately substantiated and is misleading by ambiguity and exaggeration. While the advertiser relies on news article, they do not have FSSAI approval for a claim of this nature nor have they submitted any clinical study specific to their product offering such benefit among Indian consumers.

The second claim, “An alkaline body absorbs 20% more oxygen which has a direct impact on the body's immune system” was not substantiated. The advertiser did not submit data to support either this generic or product specific claim. Even if an alkaline body (i.e. blood) absorbs more oxygen, the basis for comparison is not known whether, it is more than an acidic body or normal healthy neutral body. There is no scientific documentation showing that consumption of alkaline water makes the “Body” alkaline. However, ORP is also important. The measurement of ORP is easy. Advertiser is not in possession of such data PRIOR to making such a claim. Furthermore, there was no data on human studies submitted showing 20% higher solubility of Oxygen in the alkaline Body.

Claim, “Drinking naturally alkaline water which has no additives or harmful treatments like RO, UV and Ozonisation helps with supercharged hydration” is misleading. The advertiser provided literature on RO and other methods where minerals are removed during treatment. While this is true as a “RO process” but this does not make the water treatment ‘harmful’. Most of the literature submitted are general articles and not referred research papers, so rather the disclaimer “We are not saying it, scientists are” – could be questioned – is it personal opinion of the scientists or it is based on their research work with proof of concept and validated data. Ban to use RO below 500 TDS in Delhi does not prove that RO is harmful treatment. The main concern is of water wastage. It should also be noted that the WHO has said RO is unhealthy and not harmful. Some scientist have expressed their personal opinion as “RO water can be harmful as if removes essential nutrients”. There is no proof for UV and Ozonation as being harmful. It is again conditional depending on water quality source. A blanket statement saying “harmful” treatments like RO, UV and Ozonisation is misleading the consumers and is also disparaging other water treatment appliances with RO, UV and ozonization. The statement disparages the entire category of water being processed via RO/UV/Ozonization.

15) The Hut.com Limited and MSM Retail Pvt Ltd (My Protein Range of Products): The TVC claims “World's No.1 Online Sports Nutrition Brand” was not substantiated and is misleading by exaggeration. The CCC viewed the TVC and observed that the advertiser is promoting sports nutrition products and is claiming their ‘My Protein Range of Products’ to be World's No.1 Online Sports Nutrition Brand. Upon careful consideration of the complaint and in the absence of response from the advertiser, the CCC concluded that the voiceover claim, “World's No.1 Online Sports Nutrition Brand”, was not substantiated with any verifiable worldwide comparative data for the advertiser’s Online Sports Nutrition Brand and other online sports nutrition brands, to prove that their sports nutrition brand is in the leadership position (No.1) worldwide, nor the claim was backed by an independent third party validation. Also, the source for the claim was not indicated in the TVC.

Personal Care

1) L.B Hygiene Care Pvt. Ltd (Lady Bird Stay Secure Sanitary Napkin Pad): The television advertisement's claim, "India's First Sanitary Napkin Pad with SAP TECHNOLOGY" was not substantiated. It was unclear what the SAP technology was and if it was with reference to "Super Absorbent Polymer", the claim of the advertised product being the pioneer to introduce super absorbent product seemed far-fetched due to the presence of other super absorbent competitor brands.

2) Krishna Perfumery & Cosmetics (Gediya Hand Sanitizer): The advertisement's claims, "Protect Yourself from CoronaVirus" and "24 Hours Protection from The Diseases Caused by Germs" (Voiceover Claim) were not substantiated with evidence of product efficacy. The advertiser did not provide product specific information such as copy of product approval license, product label, and product composition details nor any scientific or technical rationale for the product claims. The CCC considered that it was unlikely that the product provides a residual protective effect against COVID-19 virus, as implied in the advertisement. The advertisement makes a reference to protection from corona virus with a visual reference, to protect from corona and with the voiceover claim indicating "24 hours protection from the diseases caused by germs". The visual depiction implies that one-time usage of the sanitizer will provide 24-hour protection from coronavirus, which is also misleading.

3) Laxmi Agro Chemicals (Krushisamrat - Coral Sanitizer Spray): The Print advertisement's claim "The only safe chemical recommended for disinfection is Coral Spray (sodium hypochlorite)" was not substantiated with market survey data or with verifiable comparative data of the advertiser's product and other spray sanitizers to prove that their sanitizer brand is safe than all the others. The advertiser did not submit any product specific details such as composition / licence / pack artwork or samples, nor any technical data regarding their chemical spray being safe for disinfection.

4) Dalmia Bharat Sugar and Industries Limited (Dalmia Sanjeevani Sanitizer): The print advertisement's claim "Most Trusted Sanitizer Brand" was not substantiated with any market survey data or with verifiable comparative data of the advertiser's sanitizer brand versus other similar hand sanitizer brands, to prove that their sanitizer brand is more trusted than all the rest, or through a third party validation. The source for the claim was not indicated in the advertisement.

5) Maa Sheetla Udyog Pvt Ltd (Hands Care Sanitizer): The print advertisement's claim, "Complete Protection from Covid-19" was not substantiated with clinical evidence of product efficacy. The claim "World Health Organization Recommended Formula" was not substantiated with evidence to prove that their product formula / formulation is recommended by the World Health Organization. The advertisement contained images of COVID virus and also bore the logo of the World Health Organization. The advertiser did not submit any product specific details such as composition / licence / pack artwork or samples. The advertisement also carried a logo of the World Health Organisation, which cannot be used without written authorization from WHO.

6) Wipro Enterprises Pvt Ltd (*) (Santoor With Sandal & Turmeric): The television advertisement claims, "Germ Shield" was not substantiated. The visual depiction of a post-bath situation along with the "Germ Shield" claim is misleading by ambiguity and implication, and is likely to lead to widespread

disappointment in the minds of consumers. The CCC viewed the TVC depicting a scene of a mother and daughter playing a game of Jenga, during which the mother ponders and thinks about the germs brought into the house through newspapers, vegetables, etc. The mother then states that she may not have answers to the questions about the germs but she is sure that washing her hand many times a day for at least twenty seconds with the advertised soap and having bath twice a day with the same soap helps people escape from the virus. The advertisement ends with the product on the screen and a shield indicating “germ shield” and the caption “#SantoorCares”.

The CCC observed that the advertiser did not provide product specific information such as copy of product approval license, product label, and product composition details nor any scientific or technical rationale for the product claims nor any product efficacy test reports especially in the context of the COVID-19 situation. The CCC further opined that the claim of “Germ Shield” as well as its shield-like visual depiction against the mother and daughter post their bath indicates residual action and implies continued protection against COVID-19 even after a bath.

Others

1) Hindustan Unilever Ltd (Rin): The television advertisement’s voiceover claim “... Isiliye Naya Rin Bar....” was not substantiated and is misleading by ambiguity and implication. The voice over in the TVC says “.... isiliye Naya Rin bar....”, accompanied by a disclaimer “Nayi Packaging”, the pack visual in the advertisement only has a claim, “New Rin”. Both, the old packaging artwork (04/19) as well as the new packaging artwork (09/19), has a prominent claim of “New Rin” on the front panel of the packaging. Both the artworks disclose that the “New” is with reference to new packaging on a different panel. On comparing the old and new packaging, the CCC observed that there was only a slight design element change made on the front panel of the new packaging for the RIN logo, wherein the image of the surrounded circle appeared to be whiter than that of the old packaging. The CCC considered this practice to be unacceptable as the product per se was not new. The claim should have accordingly been “New packaging”. The CCC noted that the advertiser has made only certain graphical changes on the product packaging of (09/19), whereas the voice over claim of “... Isiliye Naya Rin Bar....” and the pack shot claim of “New Rin” in the TVC implies the product to be with new formulation. Also, the color of the disclaimer in the TVC is not in contrast with the background, such that it does not allow the text to be clearly legible and contravened ASCI Guideline for Disclaimers. The advertisement was considered to be misleading by ambiguity and implication and contravened as ASCI Guidelines for claiming “New”.

2) Fena (P) Ltd (Fena Super Wash): The advertisement’s claim “In Blind Washing Test 70 Out of 100 People Have Found Fena to be Better than their Detergent” was inadequately substantiated. The CCC observed that the ‘blind test’ was conducted on subjects who did not use ‘their own’ detergent as claimed in the advertisement, but the detergent sample was provided by the advertisers whose value was up to INR 55 per KG. Therefore, it can be ascertained that only ‘limited brands/products’ are considered by the advertiser for the study. Additionally, in the data provided by the advertiser, the CCC also noted that the advertiser did not even specify the names of ‘leading brands of detergent powders with MRP up to Rs 55 per kg’ that were used in the study. The CCC noted this discrepancy in the claim

statement versus the test report submitted by the advertiser. The advertisement does not indicate that this claim is based on the advertiser's own R&D test and the disclaimer is ambiguous. The voice over claim does not state clearly that in blind washing versus a leading brand under INR 55 / kg pricing, the advertised product fared better as per their internal studies. It was observed that all the disclaimers displayed during the advertisement were in white font and had poor contrast and resultant readability issue. Furthermore, the CCC affirmed that a sweeping claim cannot be relegated to the narrowly defined parameters in the disclaimers. The TVC also contravened ASCI Guidelines for Disclaimers in Advertising.

3) Saguna Gram Udyog Seva Sanstha (Lathi Detergent): The print advertisement's claim, "2x More Power" was not substantiated. There was no disclaimer in the advertisement to mention the basis of comparison. The advertiser did not provide any comparative technical test reports of their detergent with other detergents, to prove that the advertiser's detergent has 2x more power.

4) Scott Edil Pharmacia Ltd (Scott Edil Instant Hand Sanitizer): The television advertisement claim, "India's Most Trusted Hand Sanitizer" endorsed by celebrity Arun Govil was not substantiated with any verifiable comparative data or market survey data of the advertiser's hand sanitizer versus other similar hand sanitizers available in India, to prove that the advertiser's product is more trusted than all the rest, or through an independent third party validation. The source for the claim was not indicated in the TVC. The TVC contravened the ASCI Code and ASCI Guidelines for Disclaimers in Advertising. Additionally, the advertiser did not provide any evidence to show that the celebrity had done due diligence prior to endorsement, to ensure that all description, claims and comparisons made in the advertisement are capable of substantiation.

5) Wipro Enterprises Pvt Ltd (*)- (Wipro Softouch Anti Germ Fabric Conditioner): The television advertisement claim, "Remove 99 Percent Germs from Clothes" is not substantiated. The advertiser did not provide product specific information such as copy of product approval license, product label, and product composition details nor any scientific or technical rationale for the product claims nor any product efficacy test reports especially in the context of the COVID-19 situation. The disclaimer in the advertisement indicates the tests have been conducted only against bacteria. For a claim of removal against "germs" the advertiser did not indicate whether any tests were conducted against other forms of microorganisms such as viruses, fungi and protozoa etc. The CCC further observed that "99.9%" is a quantitative claim, for which the advertiser ought to have submitted substantiation for product as per usage conditions. While removal of bacteria and viruses with detergents is a possibility, it was not clear how a fabric conditioner would achieve this effect of 99.9% removal. The CCC further opined that the claim of "Germ Shield" as well as its shield like visual implies residual action. In a COVID-19 pandemic context, it is likely that the consumers would consider the effect of the product on viruses as well. It is necessary that the voice over claim itself should make it obvious if the action is on bacteria or viruses and this should not be relegated to a disclaimer. The TVC contravened ASCI Guidelines for Disclaimers in Advertising.

6) Ananda In The Himalayas: The print advertisement's claim, "Ranked as The Favourite Destination Spa in India for The 5th Time in A Row" was not substantiated with supporting data as required under the Guidelines for usage of awards and rankings in advertisements. The advertiser did not provide any

details of the process for awards selection, criteria for granting the awards, survey methodologies, parameters considered, questionnaires used, names of other destination spas that were part of the surveys, the outcome of the surveys, and details about the awarding body. The print advertisement contravened Guidelines for Usage of Awards and Rankings in Advertisements.

7) Confident Group: The television advertisement's voiceover claim, "No. 1 Real Estate Brand in Karnataka And Kerala" was not substantiated with verifiable comparative data of the advertiser's real estate company and other real estate companies in Karnataka and Kerala, to prove that their real estate brand is in the leadership position (No.1), or through an independent third party validation. The second claim "Best Housing Brand of Karnataka & Kerala" was not substantiated with market survey data, or with verifiable comparative data of the advertiser's real estate company and other similar real estate companies in Karnataka and Kerala, to prove that their housing brand is better than all the rest, or through independent third-party validation. The source for the claims was not indicated in the advertisement. The advertisement also violated ASCI Guidelines for Disclaimer.

8) DRA Homes-Truliv Navalur: The television advertisement's claim, "Guaranteed Rental of Rs 17500 Per Month" was not substantiated with any evidence to indicate the methodology of calculation of returns, explanation of how the customers can get Rs 17500 Per Month on lease rentals after investing in this project as claimed in the advertisement, nor any indication that the customer may suffer loss on those returns. Also, there was no evidence provided of their customers who had invested in the co-living apartment's scheme as claimed and were benefited by the scheme. Advertisers also did not provide the terms and conditions applicable for the claim offer made.

9) SBP Group (Singla Builders and Promoters Limited): The television advertisement's claim, "The No. 1 Housing Company in Punjab", "Family and Friends Ka No. 1 Game" (Voiceover Claim) and was not substantiated with verifiable comparative data of the advertiser's housing company and other similar real estate/housing companies in Punjab, to prove that they are in leadership position (No.1) than all the rest, or through an independent third-party validation. The source for the claim was not indicated in the TVC. The TVC contravened ASCI Code and ASCI Guidelines for Disclaimers in Advertising.

10) Gametion Technologies Pvt Ltd (Ludo King): The television advertisement's claims endorsed by celebrity singer Mika Singh, "Family and Friends Ka No. 1 Game" (Voiceover Claim), "No.1 Hai Ludo King" and "Most Downloaded Game of India" were misleading. For the claim "Family and Friends Ka No. 1 Game" (Voiceover Claim), the advertiser did not submitted market survey data, or verifiable comparative data of the advertiser's game and other similar games, to prove that they are in the leadership position (No.1) of being chosen as the No.1 game for family and friends, or through an independent third party validation. The claim, "No.1 Hai Ludo King" the advertiser asserts that the claim is based on their continuous first position in Indian Top Charts for the last three years on the Google Play and iOS App Store. However, for such a leadership claim the advertiser ought to have submitted market survey data, or verifiable comparative data of the advertiser's game and other similar games, to prove that they are in the leadership position (No.1) among all other online games, or through an independent third party validation. For the claim, "Most Downloaded Game of India" the advertiser provided data from Google Play which indicates that downloads has exceed 100M. The CCC noted that as per information available in public domain, there are also other games that are being

widely downloaded by users in the country. However, the combined data of downloads on iOS App Store and Google Play appears to indicate that Ludo game is the most downloaded “Indian” Game in April 2020 among free apps. The CCC opined that the wording of the claim ‘Most downloaded game of India’ is ambiguous and in order to avoid confusion the claim could be rephrased as ‘The Most Downloaded Indian Game’. The TVC lacks clear disclaimers giving details of the basis of the claim and the source of data and reference period. Such a disclaimer has to appear associated with the claims because these claims can be substantiated only with reference to the Ludo King being ‘The Most downloaded Indian Game’. The CCC also opined that such claims will have a limited life and need to be substantiated periodically to ensure that the claims being made in advertising over time are still valid. The television commercial also violated ASCI Guidelines for Disclaimers in Advertising. Additionally, the advertiser did not provide any evidence to show that the celebrity had done due diligence prior to endorsement, to ensure that all description, claims and comparisons made in the TV advertisement are capable of substantiation, which violates ASCI Guidelines for Celebrities in Advertising.

11) Soumens Workout: The television advertisement claim, “Best and No 1 Fitness Workout for Last 20 Years” was not substantiated with verifiable comparative data or market research data on year on year basis for the last 20 years as claimed, of the advertiser’s gymnasium and other gymnasiums in India, to prove that the advertiser’s gymnasiums is in the leadership position (No.1) and is better than all the rest, nor the claim was backed by an independent third-party validation. The source for the claim was not indicated in the television commercial. The advertisement also contravened the ASCI Code, and ASCI Guidelines for Disclaimers in Advertising.

12) Ram Coolers: The print advertisements’ claim “ India's No.1 Metal Cooler” was inadequately substantiated with verifiable comparative data of the advertiser’s metal cooler versus other metal cooler brands in India, to prove that their metal cooler is in leadership position (No.1) than all the rest. The claim of No.1 position of the brand was not substantiated by market share or sales data in terms of volume or value, nor was the claim backed by an independent third party validation. The source for the claim was not indicated in the advertisement. The CCC observed that the Frost & Sullivan Report was of 2014, which was fairly old data. The report only showed the segment size of plastic and steel for standard air coolers market and central air coolers market in general, but did not specifically highlight Ram Coolers to be No.1 metal body air coolers. Also, it was seen that Ram Coolers featured in the category of other market participants and not in the major market participants. The CCC was of the view that since metal is supposedly a large segment, it cannot be construed as No.1. Also the 2014 data does not hold true for a leadership claim made in the advertisement released in May 2020. The advertisement also violated ASCI Guidelines for Disclaimers in Advertising. The claim is misleading by ambiguity and is likely to cause widespread disappointment in the minds of consumers.

13) R. G Technosolutions Pvt. Ltd (Renu Broadband): The print advertisement’s claim “Fastest, Cheapest” was not substantiated with any verifiable comparative data of the advertiser’s broadband services versus other similar broadband services, to prove that they are faster and cheaper than all the rest, or through a third party validation.

14) Gaussian Networks Pvt Ltd (Adda52.com): The television advertisement’s claim “India’s No.1 Poker App” was not substantiated with verifiable comparative data of the advertiser’s poke game app and

other similar poker game apps available in India, to prove that the advertiser's poker game app is in leadership position (No.1) than all the rest or through an independent third-party validation. The source for the claim was not indicated in the TVC and violated ASCI Guidelines for Disclaimers in Advertising.

15) Matrimony.com Ltd -Marathi Matrimony: The television commercial endorsed by celebrity MS Dhoni claiming to be "No 1 and Most Trusted" was considered to be misleading. The advertiser has relied on the number of "Unique visitors" as per the latest Comscore report for Marathi Matrimony, *Media Trend Reports from April 2019 to March 2020*. The advertiser representatives asserted that the claim holds for the respective market e.g. Marathi matrimony is for Marathi people. This claim does not hold for Telugu market. The CCC-R did not agree with the advertiser's arguments as the advertisement was making a standalone leadership and most trusted claim. The claim statement does not make it apparent that the claim holds only for "Marathi community". Furthermore, advertiser's own data shows that "Telugu matrimony" numbers were higher than Marathi Matrimony numbers. The CCC-R did not consider the MCA financials data to be relevant to support a "leadership" claim for Marathi matrimony since the advertiser was referring to the mother brand / parent company data. The CCC-R did not consider Google search engine numbers, online search behaviour for a particular language matrimonial site or company profits or news reports as a valid claim support for this claim. The search data from Google gives a level of interest but is not sufficient for substantiating a leadership claim. The CCC-R panel was of the opinion that the claim holds for the highest number of visitors as compared to competitors among Marathi community and should have been called out as such in the super presented in the advertisement. The CCC-R noted that the advertiser has not submitted any recent data to substantiate the claim "Most trusted". The reports of 2014 and 2015 were time barred. The CCC-R did not agree with the advertiser's contentions that they are most trusted by their own assessment. The Online search behaviour for a particular language matrimonial site and company revenues or profits referred to by the advertiser does not validate trust for claim purpose. The source for the claim, especially for comparison versus competition, was not indicated in the advertisement and hence violated ASCI Guidelines for Disclaimers in Advertising. Additionally, the advertiser did not furnish any evidence of the celebrity having done due diligence to ensure that all description, claims and comparisons made in the advertisement are capable of substantiation. This contravenes ASCI Guidelines for Celebrities in Advertising.

16) Matrimony.com Ltd – Telugu Matrimony: The television commercial endorsed by celebrity MS Dhoni claiming to be "No 1 and Most Trusted" was considered to be misleading. The advertiser has relied on the number of "Unique visitors" as per the latest Comscore report for Telugu Matrimony, *Media Trend Reports from April 2019 to March 2020*. The advertiser representatives asserted that the claim holds for the respective market e.g. Telugu matrimony is for Telugu people. The CCC-R did not agree with the advertiser's arguments as the advertisement was making a standalone leadership and most trusted claim. The claim statement does not make it apparent that the claim holds only for "Telugu community". The CCC-R did not consider the MCA financials data to be relevant to support a "leadership" claim for Telugu matrimony since the advertiser was referring to the mother brand / parent company data. The CCC-R did not consider Google search engine numbers, online search behaviour for a particular language matrimonial site or company profits or news reports as a valid

claim support for this claim. The search data from Google gives a level of interest but is not sufficient for substantiating a leadership claim. The CCC-R panel was of the opinion that the claim holds for the highest number of visitors as compared to competitors among Telugu community and should have been called out as such in the super presented in the advertisement. The CCC-R noted that the advertiser has not submitted any recent data to substantiate the claim “Most trusted”. The reports of 2014 and 2015 were time barred. The CCC-R did not agree with the advertiser’s contentions that they are most trusted by their own assessment. The Online search behaviour for a particular language matrimonial site and company revenues or profits referred to by the advertiser does not validate trust for claim purpose. The source for the claim, especially for comparison versus competition, was not indicated in the advertisement and hence violated ASCI Guidelines for Disclaimers in Advertising. Additionally, the advertiser did not furnish any evidence of the celebrity having done due diligence to ensure that all description, claims and comparisons made in the advertisement are capable of substantiation. This contravenes ASCI Guidelines for Celebrities in Advertising.

For further information, please contact:

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