

## **Press Note – Q1 Complaints**

The Advertising Standards Council of India (ASCI) investigated **794** complaints against advertisements between April and June 2021, **183** were voluntarily withdrawn by advertisers on ASCI's intervention. Of the remaining **611**, the self-regulatory body's independent Consumer Complaints Council (CCC) upheld complaints against **101**. While **442** were upheld by the ASCI secretariat under the exparte resolution by Secretariat Procedure and **14** were found to be in violation of the Drugs and Magic (DMR) Act.

Complaints against **54** advertisements were not upheld. Of the total number of complaint against advertisements investigated, **404** belonged to the education sector, **130** to healthcare, **73** to food & beverages, **29** to personal care, **150** to other categories.

During the first quarter of the financial year, we received a total of 100+ complaints against four advertisements in the CARS24 advertising campaign. Most of these complaints were received from men's activist groups that found these advertisements offensive and sexist. ASCI's Independent Consumer Complaints Council found three out of the four advertisements to be in line with Chapter III of the ASCI Code and for the one advertisement, it recommended that the advertiser modify the advertisement which was found to be in violation of the code.

Through ASCI Suo moto initiative we have screened OTT platforms during the live telecast of the India tour of Sri-Lanka and India tour of England matches. ASCI has observed that about 98% of gaming advertisements are in compliance with the ASCI Guidelines on Online Gaming for Real Money Winnings. While others though had included the recommended disclaimers in the advertisement, but were in contravention of the guidelines on disclaimer.

While advertisers have generally refrained from making direct claims against protection from corona virus, we have found that some advertisements tried to exploit consumers' belief by creating a confusion about the difference between viruses, germs, and general cleanliness, to give them the impression that they can feel protected.

For further details please refer to the month wise recommendations by the Consumer Complaints Council

[April 2021](#)

[May 2021](#)

[June 2021](#)

