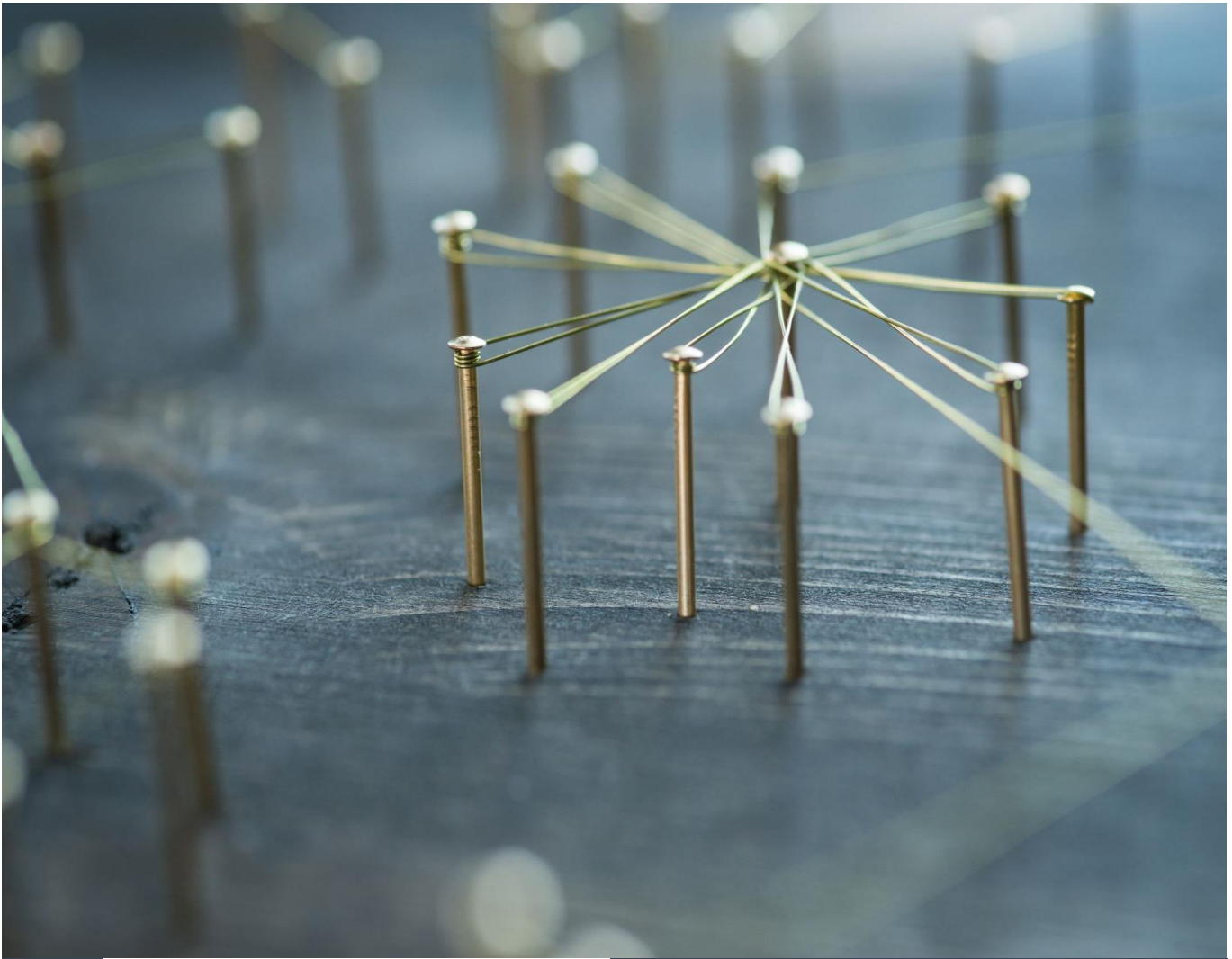




ASCI RELEASES Q1 2021 COMPLAINTS REPORT; HIGHEST VIOLATIONS IN EDUCATION, COVID, ONLINE GAMING

- 789 complaints upheld over the period Jan 21- March 21
- 337 and 250 complaints processed in Education and healthcare sectors respectively

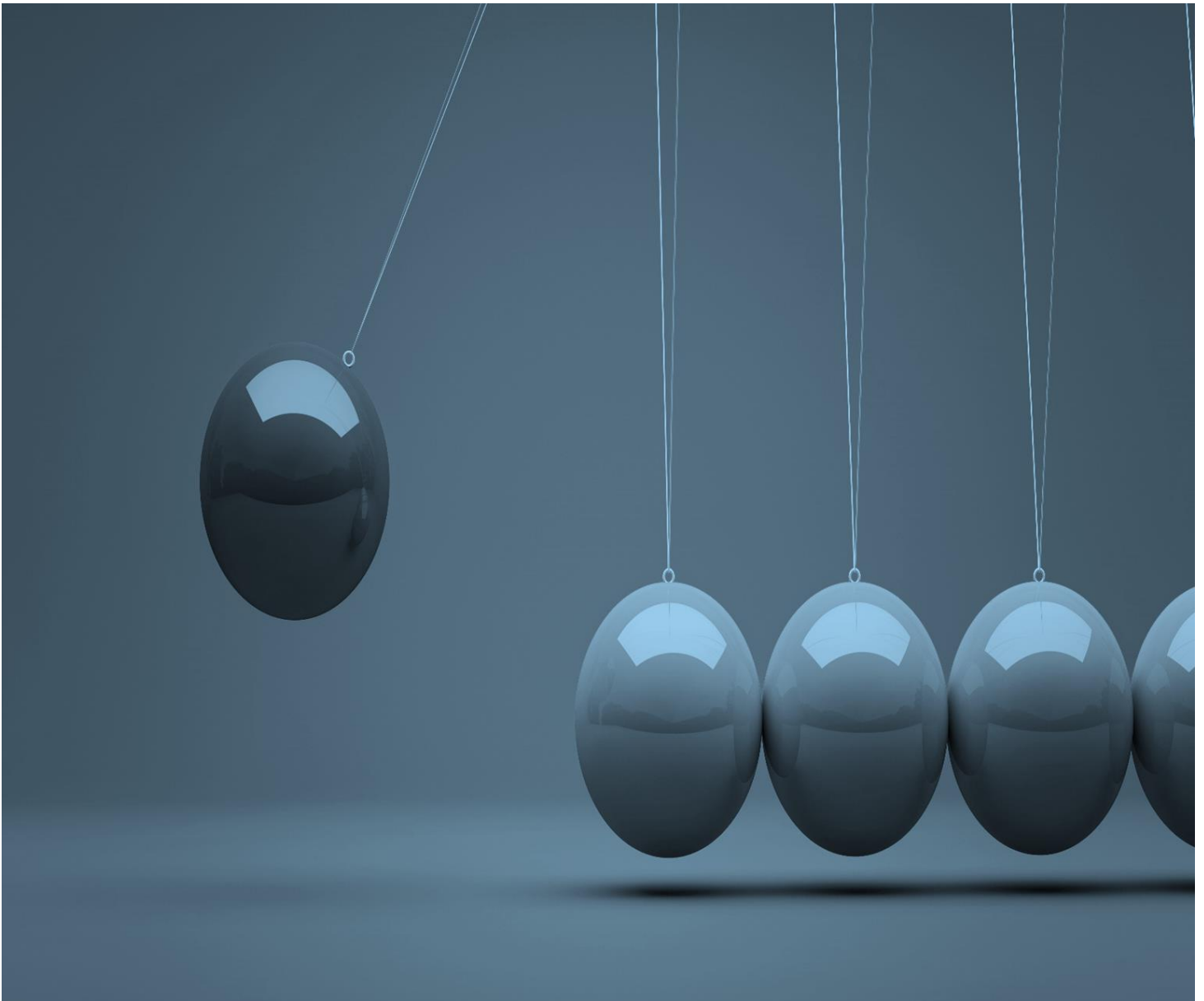


IN AN EFFORT TO MAKE ONLINE GAMING SPACE SAFER, THE ADVERTISING STANDARDS COUNCIL OF INDIA (ASCI) INTRODUCED THE GUIDELINES FOR ONLINE GAMING FOR REAL MONEY WINNINGS IN DECEMBER 2020. THE GUIDELINES WERE WELCOMED BY CONSUMERS AS WELL AS THE INDUSTRY. AS A RESULT OF THE INCREASED AWARENESS OF THE GUIDELINES, ASCI SUCCESSFULLY RECEIVED 61 COMPLAINTS. MOST OF THE COMPLAINTS RELATED TO CRICKET GAMING AND RUMMY, INCLUDING THOSE AGAINST ESTABLISHED BRANDS. HOWEVER, THE MAXIMUM NUMBER OF COMPLAINTS PROCESSED; 337 – RELATED TO THE EDUCATION SECTOR. MOST OF THEM WERE RELATED TO MISLEADING CLAIMS WHERE STUDENTS WERE PROMISED 100% PLACEMENTS OR THE ADVERTISER CLAIMING TO BE INDIA’S TOP-RANKED COLLEGE/INSTITUTE.

QUARTER ANALYSIS

A large number of complaints were also processed from the healthcare and food and beverages categories. 250 complaints against advertisements were processed in healthcare most of them about fake claims of COVID-19 cures or prevention. There were 47 complaints processed against food and beverage advertisements, many of them against claims around milk, milk products, bread, green tea, fish oil as well as edible oils like sunflower.

The quarter also witnessed a number of complaints processed in the automotive and electronics and durables categories. The automotive category received 14 complaints, many of them related to covered two-wheelers as well as e-rickshaw advertisements. In the category of Electronics, durable and construction ASCI processed 32 complaints against advertisements across a range of brands, from air-conditioners to paints.



ANALYSIS OF COMPLAINTS



Gaming Guidelines

61 complaints received against advertisements



Q4 numbers

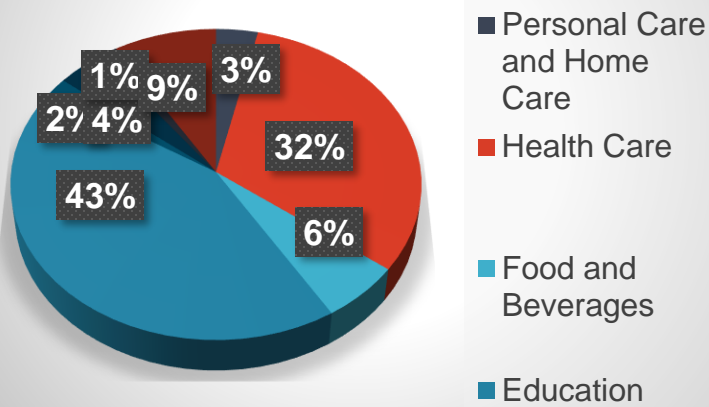
Looked into **1400+** complaints in the quarter, complaints against **1,064** advertisements processed and **786** cases upheld.



Top list

Education remains at top of the category violations leaderboard **337** cases, followed by healthcare **250** cases.

Sector Split for January-March' 21



Our Complaints numbers for Q4

In the January-March quarter, ASCI processed **1,064** complaints in all; **200** of the ads were withdrawn by advertisers immediately on receiving an intimation from ASCI. Of the remaining **862** that required further investigation, the self-regulatory body's independent Consumer Complaints Council (CCC) **upheld** complaints against **789** advertisements. Of these, **337** belonged to the **education** sector, **250** to **healthcare**, **47** to **food & beverages**, **32** to **electronics and durables**, **28** to **personal care**, **14** to **automotive**, **12** to **Gaming & Mobile applications** and **69** to **other** categories. Complaints against **73** advertisements were **not upheld** as they were found to be adhering to the ASCI code.

Advertisements Complained Against	Direct	Suo Motu	Total
Education	4	333	337
Healthcare	7	243	250
Food & Beverage	6	41	47
Personal Care and Home Care	11	17	28
Automotive	2	12	14
Electronics & Durables	8	24	32
Gaming & Mobile Application	3	9	12
Others	13	56	69

From the Office of Secretary-General



Manisha Kapoor, Secretary-General, ASCI

“

We are pleased to note increased consumer vigilance around gaming after the release of our guidelines. ASCI is working on more initiatives to ensure that advertising remains honest and decent, and that consumers’ confidence in advertising is sustained. We also aim to raise consumer awareness to motivate them to report misleading claims. This would help safeguard their interests and encourage ethical advertising that benefits not just consumers but also honest advertisers.

”

Please see [Link to the Consumer Complaints Council Recommendations:](#)

[January CCC Recommendations](#), [February CCC Recommendations](#) and [March CCC Recommendations](#)
[Brand-wise List of Advertisements Complained Against](#)