

Press Release

ASCI UPHOLDS COMPLAINTS AGAINST 89 ADVERTISEMENTS OUT OF 162

Mumbai, July 26, 2018: In April 2018, ASCI's Consumer Complaints Council (CCC) upheld complaints against 89 advertisements out of the total of 162 advertisements that were evaluated by the CCC.

Out of the total 89 advertisements against which complaints were upheld, 24 belonged to the [healthcare sector](#), 34 to the [education sector](#), 20 to the [food & beverages category](#), two to the [personal care](#) and nine were from the ['others'](#) category. A total of 101 advertisements were picked up by ASCI's suo moto surveillance, wherein 31 cases were informally resolved as advertisements were voluntarily withdrawn and objections against 68 advertisements were upheld. Of the 61 advertisements complained against by the general public or by industry members, 12 cases were informally resolved wherein the advertisements were voluntarily withdrawn and complaints against 21 advertisements were upheld by the CCC.

Exaggeration of product efficacy was the number one reason for upholding complaints. The other reasons included providing facts and figures which were inadequate to substantiate claims, exploiting consumers' lack of knowledge, claims which were misleading by gross exaggeration and delivering advertisements which were misleading by ambiguity or by implication. This was followed by violations of the Drugs and Magic Remedies Act (DMR Act) and the Drugs and Cosmetics (D&C) Rules and advertisements which contravened various ASCI guidelines.

Among the various complaints against advertisements, the CCC observed that a popular smartphone company was found to unethically attract customers by claiming the biggest sale ever in the history of India. Several advertisements used logos of AYUSH or FSSAI in their communication which was considered to be inappropriate as all AYUSH products in the market are required to have approval from the State Licensing authorities, and calling it out separately as a claim is misleading by implication that Ministry of AYUSH or FSSAI has approved the product efficacy / claims made in the advertisement.

"ASCI's work in monitoring Print and TV advertisements for AYUSH sector has also been recognized by the Parliamentary Standing Committee on Health & Family Welfare. The committee was of the view that collaborative efforts of the ministry, along with the DoCA, MIB and State Governments, have certainly given results as misleading advertisements with respect to AYUSH drugs which have been unregulated so far have been controlled to an extent. ASCI's inclusion in the AYUSH's empowered committee earlier this year is a

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reflection of regulators' recognition of ASCI's consistent efforts to curb misleading advertisements" said Ms. Shweta Purandare, ASCI Secretary General.

HEALTHCARE: - Total of 24 advertisements complained against

- [Direct Complaints](#) (Five advertisements complained against)
- [Suo Moto Surveillance by ASCI](#) (19 advertisements complained against)

PERSONAL CARE: - Total of Two advertisements complained against

- [Direct Complaints](#) (Two advertisements complained against)

FOOD AND BEVERAGES: - Total of 20 advertisements complained against

- [Direct Complaints](#) (Five advertisements complained against)
- [Suo Moto Surveillance by ASCI](#) (15 advertisements complained against)

EDUCATION:- Total of 34 advertisements complained against

- [Direct Complaints](#) (Four advertisements complained against)
- [Suo Moto Surveillance by ASCI](#) (30 advertisements complained against)

OTHERS:- Total of Nine advertisements complained against

- [Direct Complaints](#) (Five advertisements complained against)
- [Suo Moto Surveillance by ASCI](#) (Four advertisements complained against)

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DIRECT COMPLAINTS

FOOD AND BEVERAGES:-

- 1. Mobius Foundation/Ayurved Limited (Antibiotics in Chicken):** The advertisement's claim, "Ayurved supports the poultry industry's quest for antibiotic free chicken", was not substantiated with supporting data and is misleading by ambiguity. The claim, "Eating Antibiotic Dosed Chicken is hazardous to health, especially for Children", was not supported with evidence to show that the problem exists in chicken being sold in the market and is creating a fear in consumers' mind and exploits consumers' lack of knowledge.
- 2. All India Poultry Development and Service:** The advertisement's claims, "Vested interests from Western countries through so called NGO foundations appear to be trying to spread false and misleading information alleging indiscriminate usage of antibiotics", was not substantiated and amounted to misinformation of facts, and is misleading by exaggeration. The claim "All QSRs like vista foods producing for McDonalds, KFC, Pizza Hut, Burger King, and others buying from India for their outlets are happy with the hygiene and quality standards maintained" — Though use by multinationals cannot be considered as a certification, the fact that the advertiser has been meeting EU food standards means that the antibiotic residues would have been below the permissible limits. Considering that the organisation is not a certifying body, this claim is misleading by ambiguity. The claim, "A recent study by the centre for Science and Environment (CSE) shows that the maximum residue Limits (MRL) in chicken meat in India are much lower than the permitted MRL as per European Union Standards" contravened Chapter 1.3 of the ASCI Code as CSE itself has objected to the selective use of this data.
- 3. Perfetti Van Melle India Pvt. Ltd (Chupa Chup Sour Strip and Sour Bite):** In the advertisement, the specific visuals in the TVC show the 'principal/teacher tossing the candy in the air and catching the candy with his mouth', and 'teenagers tossing the candy in the air and catching it in their mouth'. The advertisement features dangerous acts which are likely to encourage minors to emulate such acts in a manner which could cause harm or injury. These depictions refer to dangerous practices without justifiable reason, manifest a disregard for safety and encourage negligence.
- 4. Oshun Food Products Private Ltd (Native Milk):** The advertisement's claims related to disadvantages of A1 milk - "Harmful A1 Beta Casein Protein found in most HF cow milk", "Milk turned from elixir to poison", "Difficult to digest (Lactose intolerance), diabetes, heart disease, female infertility" were not substantiated with any supporting data. The claims are misleading by gross exaggeration creating a fear in the consumer's mind. The advertisement exploits consumers' lack of knowledge and is likely to lead to grave or widespread disappointment in the minds of consumers.

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5. **Nutravo Lifecare Pvt Ltd (Nutralyfe Garcinia Cambogia Herbs):** The advertisement's claim in the website advertorial, "Delhi Doctor Discovers Shockingly Simple Way To Lose 1Kg Per Day Without Diet or Exercise", was not substantiated and is misleading by gross exaggeration, and exploits consumers' lack of knowledge. Also, weight loss efficacy being depicted via images of before and after the treatment is misleading. The claims made on the eBay website - (https://www.ebay.in/itm/232647650933?aff_source=Sok-Goog) – "product is clinically proven for Effective Weight Loss", "Promotes Cardiovascular and Digestive Health", "Helps eliminate Bad Toxins", "Increases Energy Levels, Improves Skin, Hair and Increases Metabolism", were not substantiated and are misleading by gross exaggeration. The "before and after" visuals in the advertisement implying efficacy of the product were misleading by exaggeration.

HEALTHCARE:

The CCC found claims of five advertisements in healthcare products or services to be either misleading or false or not adequately / scientifically substantiated; hence in violation of the ASCI Code. Complaints against the following advertisements were upheld.

1. **Jolly Healthcare (Jolly Vaseir):** The advertisement's claim, "Effective from first day", was not substantiated with product efficacy data and is misleading by exaggeration. The claim, "Totally Ayurvedic", was not substantiated with any evidence of the ingredients present in the product, and is misleading. The claim, "Recognition by Ministry of Ayurveda", is misleading by implication that Ministry of AYUSH has approved the product efficacy / claims made in the advertisement.
2. **Shape in Slimming Centre:** The advertisement's claims, "No medicine, No surgery, No crash diet, No Side-effect, 100% result oriented", and "1 to 4 inches loss in just one session", were not substantiated with supporting clinical evidence and with treatment efficacy data, and are misleading by exaggeration and exploits consumers' lack of knowledge.
3. **Aura Weight Loss Clinic:** The advertisement's claims, "Lose Up to four Kilograms in one Month", and "No medicine, No surgery, No Side-effects", were not substantiated with supporting clinical evidence, and with treatment efficacy data, and are misleading by exaggeration. The visual in the advertisement implies that significant weight loss around tummy would be feasible, which is also grossly misleading.
4. **A R Ayurveda Pvt. Ltd (Ashwa Shakti powder):** The advertisement's claims, "The one and only solution to develop body and give it a perfect growth", "Provide nutrition to the incomplete growth of body, makes you a complete man, gives you inner strength to grow and develop physically", "It reduces the weakness of nervous system, makes body strong and gives a great look", "This medicine is a long lasting treatment or solution for under-developed body", were not substantiated with technical rationale or clinical evidence of product efficacy and are misleading by gross exaggeration, and exploit consumers' lack of knowledge.
5. **Greek Retail P. Limited (Refolium Capsules):** The advertisement's claims, Refolium nourishes dying hair folic cells with essential nutrients, which naturally grows your hair overnight", and "Regrow your hair within 30 days only", were not substantiated with product efficacy data and are misleading by gross exaggeration. The

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claim, “Dermatologists recommended”, was not substantiated with any details of survey data, criteria used for evaluation, questionnaires used, and name of the independent agency that conducted the survey, and is misleading by exaggeration.

PERSONAL CARE:-

- 1. The Himalaya Drug Company (Himalaya Youth Eternity under Eye Cream):** The advertisement’s claims, “Reduces crow’s feet, wrinkles, fine lines in four weeks”, “Reduces dark circles and under eye pigmentation”, and “Antioxidants help manage puffy morning eyes”, were inadequately substantiated and are misleading by exaggeration.
- 2. The Promen.in (Promen Lip Lightener):** The advertisement’s claims, “Lightens dark pigmented lips”, “Its refreshing minty flavour accentuates the smoking experience while providing a protective shield before every smoke, preventing cell damage and darkening of lips”, and “Its power packed antioxidants help neutralize the free radicals and treat dark lips”, were inadequately substantiated and are misleading by gross exaggeration.

EDUCATION:-

Complaints against advertisements of four educational institutes listed below are upheld mainly because of unsubstantiated claims AND/OR misleading claims that they provide 100% placement/ placement assistance AND/OR they claim to be the No.1 in their respective fields

LegalEdge Tutorials, National Institute of Fire & Safety Engineering (NIFSE), National Academy Of Fire and Safety Engineering (NAFS), Fortune Computer Academy

OTHERS:-

- 1. Xiaomi Logistics:** The advertisement’s claim, “Biggest sale ever in the history of India. 3,00,000+ units* gone in < three minutes”, was not substantiated with any verifiable supporting data or with an independent third party audit or verification certificate, and is misleading by gross exaggeration.
- 2. Magicon Impex Pvt Ltd (Jivi Mobiles):** The advertisement’s claim, “Effective price Rs.699/-”, was not substantiated with evidence of genuine customers who have availed of this offer, and is misleading by exaggeration.
- 3. Yamaha Motor Pvt Ltd (Yamaha FZ):** In the advertisement, a specific visual showing the protagonist performing a wheelie shows a dangerous practice, manifests disregard for safety and encourages negligence.

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- 4. Walter Bushnell (Uriliser):** The advertisement's claims, "Superiority over herbal preparations" and "Decreases average renal stone burden as compared to herbal", were not substantiated with comparative data for product efficacy with other herbal preparations in the same category. The claims "90% prevention of recurrence of Urinary Stones" and "Offers high stone remission rate of 94.4%", were not substantiated with clinical evidence of product efficacy. The claims are misleading by exaggeration.
- 5. Tata Steel Ltd (Tata Pipes):** The advertisement's claims, "Say No to Plastic" and "Let's join hands against the Plastic Menace", are likely to mislead consumers to believe, without any justifiable basis, that all type of plastic is bad and should be banned, thereby denigrating the entire category of plastics. The claims are misleading by exaggeration of the issue related to plastic. The advertisement exploits consumers' lack of knowledge and confers an artificial advantage upon the advertiser (for the advertiser's product – plumbing and irrigation pipes), so as to suggest that a better bargain is offered than is truly the case.

SUO MOTO Surveillance by ASCI

The advertisements given below were picked up through ASCI's Suo Moto surveillance of Print and TV media via the National Advertisement Monitoring Services (NAMS) project. Out of 101 advertisements that were picked up, 68 advertisements were considered to be misleading. Of the total of 68 advertisements, 19 advertisements belonged to the Healthcare category, 30 belonged to the Education category, 15 belonged to the Food & Beverages category and four belonged to the 'Others' category.

FOOD & BEVERAGE:-

- 1. Swad Food Products (Swad Adatt Matta Rice):** The advertisement's claims, "Because , since bran contains oil it can control blood sugar, cholesterol and uric acid if consumed regularly" and "Also omega three content in bran oil will prevent heart attack and cancer", were not substantiated with technical rationale and / or clinical evidence of product efficacy. The TVC promoting a food product claiming benefits of a therapeutic nature was misleading and exploits consumers' lack of knowledge and is likely to result in widespread disappointment in the minds of consumers.
- 2. Flipbald Health and Wellness Products (Flipbald De-addiction Powder):** The advertisement's claim, "Get rid of every type of intoxication", is grossly misleading and exploits consumers' lack of knowledge. The claim was not substantiated with evidence of product efficacy and is misleading by exaggeration and implication that the FSSAI has approved the product efficacy / claims made in the advertisement.
- 3. Flipbald Health and Wellness Products (Flipbald De-addiction Powder):** The advertisement's claims, (in Hindi) as translated in English, "A father helped his son quit a 10 year old addiction without stepping out of his home",



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“Ramesh Tomar’s testimonial claiming that his son got rid of 10 years of addiction”, “No side effects such as dizziness or vomiting”, “The Ayurvedic formula is made with a thousand year old method which gives freedom in short time from alcohol, drug and tobacco addiction”, “Flip Bald De addiction powder balances the dopamine level and gets rid of every type of intoxication”, accompanied by the FSSAI logo were not substantiated with evidence of product efficacy and are misleading by exaggeration and implication that the FSSAI has approved the product efficacy / claims made in the advertisement, and exploit consumers’ lack of knowledge.

- 4. Flipbald Health and Wellness (Flipbald Green Coffee Beans and Forme Oil):** The advertisement’s claims (in Hindi) as translated in English, “Flipbald Green Coffee Beans and Forme Oil is the most effective method to reduce stomach fat”, “No side effects such as dizziness or vomiting”, “The Ayurvedic formula is made using a thousand year old method which gives freedom in short time from alcohol, drug and tobacco addiction”, and “Flip Bald De addiction powder balances the Dopamine level and gets rid of every type of intoxication”, accompanied by the FSSAI logo were not substantiated with evidence of product efficacy, and are misleading by exaggeration and implication that the FSSAI has approved the product efficacy / claims made in the advertisement. The testimonial of Neha Jain claiming that the product reduces fat, with efficacy being depicted via visuals of before and after the treatment are misleading by gross exaggeration, and exploit consumers’ lack of knowledge.
- 5. Flipbald Health and Wellness(Flipbald De-addiction Powder):** The advertisement’s claims, (in Hindi) as translated in English, “Say goodbye to every type of intoxication, sitting at home”, “No side effects like dizziness or vomiting”, “Flipbald’s doctors made this ayurvedic formula using a thousand year old ancient method which gives freedom from alcohol, drugs and tobacco addiction in short time”, and “Completely natural and safe method”, accompanied by the FSSAI logo were not substantiated with evidence of product efficacy and are misleading by exaggeration and implication that the FSSAI has approved the product efficacy / claims made in the advertisement. The testimonial claims of Ravindra Bhatia are misleading by gross exaggeration and exploit consumers’ lack of knowledge.
- 6. Flipbald Health and Wellness (Flipbald Green Coffee Beans and Forme Oil):** The advertisement’s claims (in Hindi) as translated in English, “Dinesh Agarwal reduced almost 15 kg weight in just 2 months”, “Result of Flipbald is worldwide and it is very effective, natural and safe method to reduce weight”, “Use Forme oil along with this and reduce fat slowly”, “works as oil therapy and helps to reduce obesity”, and “No side effect”, accompanied by the FSSAI logo were not substantiated with evidence of product efficacy, and are misleading by exaggeration and implication that the FSSAI has approved the product efficacy / claims made in the advertisement. The testimonial of Dinesh Agarwal claiming that the product reduces weight / fat, with efficacy being depicted via visuals of before and after the treatment are misleading by gross exaggeration, and exploits consumers’ lack of knowledge.
- 7. Flipbald Health and Wellness Products (Flipbald De-addiction Powder):** The advertisement’s claims, (in Hindi) as translated in English, “Get rid of every type of intoxication”, accompanied by the FSSAI logo was not substantiated with evidence of product efficacy, and is misleading by exaggeration and implication that the

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FSSAI has approved the product efficacy / claims made in the advertisement. The testimonial claims of Sarita Misra are misleading by gross exaggeration and exploit consumers' lack of knowledge.

- 8. Ganga Milk Foods (Ganga Shahi Kheer):** The advertisement's claim, "Certified by FSSAI", is misleading by implication that the FSSAI has approved the product efficacy / claim made in the advertisement.
- 9. Anil Foods (New Range of Millet Vermicellis):** The advertisement's claims, "Reverts skin ageing", "Battles anaemia with vitamins", and "Relaxes with antioxidants" were inadequately substantiated with clinical evidence for the advertised product or proof of product efficacy as claimed. The advertisement promoting a food product with therapeutic claims is misleading by implication and exploits consumers' lack of knowledge.
- 10. Super Salt Pvt Ltd (Top Line Activ Natural Salt):** The advertisement's claim, "solar evaporated and enriched with more important minerals like calcium, magnesium and iodine", was not substantiated with any technical data. The claim is misleading by implication that the product has unique properties as compared to other salts. It was also observed that in the absence of any usage recommendation such as the serving size, the TVC is likely to mislead consumers into excessive consumption of the product due to implication of better mineral profile of the product.
- 11. Super Salt Pvt Ltd (Top Line Activ Natural Salt):** The advertisement's claim related to the nutritionist's endorsement stating that "salt consumption for your health is correct (implying it to be Good)", was not substantiated with scientific rationale. The claim is misleading by ambiguity and implication that salt intake of the advertised product would not be harmful. In the absence of the recommended usage of serving size, the advertisement is likely to mislead consumers into excessive consumption of the product.
- 12. Super Salt Pvt Ltd (Top Line Activ Natural Salt):** The advertisement's claims, "Active salt" and "Keeps you active all day-long", were not substantiated with any technical or scientific rationale or data regarding product efficacy in keeping lethargy or drowsiness at bay (Shown via visuals / reference to Umasi). The claims are misleading by ambiguity and implication that the product's effect is unique or better than of other salts.
- 13. Bhopal Sahakari Dugdha Sangh (Sanchi Milk):** The advertisement's claims, "Vitamin A - helps in beautiful skin, growth of body tissue, growth of physical resistance power, helps in complete physical development", and "Vitamin D - increases physical resistance and nervous system power and resists type-2 diabetes", were not substantiated for the advertised product. It was also observed that these claims are not as per approved list of claims issued by the FSSAI for fortification of Vitamin A and Vitamin D. The advertisement exploits consumers' lack of knowledge and is likely to result in widespread disappointment in the minds of consumers.
- 14. Saboo Sodium Chloro Limited (Surya Salt):** The advertisement's claims, "Surya Salt contains alkaline pH that protects you from many diseases such as cancer, diabetes, bone related diseases and allergies", were therapeutic in nature and moreover, they were not substantiated for the advertised product. An advertisement promoting a food product claiming benefits of therapeutic nature is misleading by implication and exploits consumers' lack of knowledge and is likely to result in widespread disappointment in the minds of consumers.

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- 15. Paras Mushroom:** The advertisement's claim, (in Hindi) as translated in English, "Get rid of thinness", and "Energy booster", were not substantiated with evidence of product efficacy and are misleading by exaggeration.

HEALTHCARE:

- 1. Slim N Slender:** The advertisement's claim, "Permanent fat loss", was not substantiated with supporting clinical evidence, and with treatment efficacy data, and is misleading by exaggeration.
- 2. Olivia Skin & Hair Clinic:** The advertisement's claim, "No.1 Clinic in Dermatology", was not substantiated with any verifiable comparative data of the advertiser's clinic and other similar clinics in the same category or through third party validation. The claim was misleading by exaggeration.
- 3. Sah Hospital:** The advertisement's claim, treatment of cataract surgery through "World's most advanced and safe laser rays", was superlative, inadequately substantiated and misleading by exaggeration.
- 4. ILS Hospital:** The advertisement's claim, "Cures diabetes and hypertension", was inadequately substantiated with supporting clinical evidence and with treatment efficacy data, and is misleading by exaggeration. Specific to the claim related to cure for diabetes, the advertisement is in breach of the law as it violated The Drugs & Magic Remedies Act.
- 5. Ranjeet Goswami Memorial Homeopathic Hospital:** The advertisement's claim, "Successful treatment of incurable diseases from afar such as joint pain, skin diseases, asthma, migraine, lump in uterus, thyroid etc.", was not substantiated with supporting clinical evidence, and is misleading by gross exaggeration. The testimonial claimed in the advertisement is misleading by exaggeration and exploits consumers' lack of knowledge.
- 6. Aesthetica Implant Clinics Dental:** The advertisement's claims, "Winner of Best Multi-Speciality Dental Clinic Award" and "Best Customer Service Award 5 Years in a Row", were inadequately substantiated and are misleading by ambiguity, omission and exaggeration.
- 7. Rediscover Clinic:** The advertisement's claims, "Eight week weight loss challenge" and "Lose 20 inches + five kilograms weight or Lose 10 inches + 10 kilograms weight in just 56 days", were not substantiated with supporting clinical evidence, and with treatment efficacy data, and are misleading by exaggeration.
- 8. Lotus Slimming Centre Pvt Ltd (Figure First):** The advertisement's claim, "Reduce up to six kilograms in one month", was not substantiate with supporting clinical evidence and with treatment efficacy data, and is misleading by exaggeration. Also, the efficacy being depicted via visuals of before and after the treatment are misleading by gross exaggeration.

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9. **Dr Paiwal Physiotherapy Clinic:** The advertisement's claim, "Without operation, complete treatment from the roots of waist pain, neck pain, knee pain, sciatica, tingling in hand & leg through tekra & sek of laser rays", was not substantiated with authentic, credible scientific / clinical evidence. The claims implying cure (complete treatment from the roots for the diseases) in the advertisement are misleading by gross exaggeration and exploit consumers' lack of knowledge and are likely to lead to grave or widespread disappointment in the minds of consumers.
10. **D.S Research Centre:** The advertisement's claim, "Largest Ancient Ayurveda Cancer Care Chain since 1965", was not substantiated with any verifiable comparative data of the advertiser's institute and other similar institutes in the same category or through third party validation. The claim was misleading by exaggeration.
11. **Kaya Komal Avleh:** The advertisement's claims, "Reduced 16 kilograms weight in four months", "No need to stop Ghee, Oil, Sugar, Rice", and "Without diet, exercise and Herbalife", were not substantiated with supporting clinical evidence, and with treatment efficacy data, and are misleading by exaggeration. Also, the efficacy being depicted via visuals of before and after the treatment is misleading by gross exaggeration.
12. **Naturoveda India Pvt Ltd Naturoveda Health World:** The advertisement's claims, "Hopeful will surely succeed", and "Achieved success by overcoming Psoriasis", were not substantiated with authentic, credible scientific / clinical evidence. These claims implying cure for Psoriasis, and the testimonial in the advertisement given by Mr. Joy Mitra "I am now completely healthy. You too can succeed, if you wish to", were misleading by gross exaggeration and exploit consumers' lack of knowledge and are likely to lead to grave or widespread disappointment in the minds of consumers.
13. **Naturoveda India Pvt Ltd (Naturoveda Health World):** The advertisement's claim, "Naturoveda Health World's safe, natural treatment can successfully cure you and helps you lead a healthy life", was not substantiated with authentic, credible scientific / clinical evidence, and is misleading by exaggeration. Specific to the claim implying cure for Asthma problems, the advertisement is in breach of the law as it violated The Drugs & Magic Remedies Act, Rule 6, and is misleading by implication and gross exaggeration and exploits consumers' lack of knowledge and is likely to lead to grave or widespread disappointment in the minds of consumers.
14. **Arogyam Ayurvedic Centre (Allergy Rakshak Range of Products):** The advertisement's claim, "No.1 Medicine for allergy since 20 years", was not substantiated to prove that the product is the No.1 medicine for allergy problems. The claim is misleading by exaggeration.
15. **Ayurwin Pharma Private Limited (Nutrigain Plus Range of Products - Capsules & Powder):** The advertisement's claim, "The only product to increase weight and strengthen the body based on Ayur Science", was not substantiated with evidence of product efficacy, and is misleading by exaggeration. The claim, "Approved by Ayush Department.", was considered to be inappropriate as all AYUSH products in the market are required to have approval from the State Licensing authorities and calling it out separately as a claim is misleading by ambiguity and implication that Ministry of AYUSH has approved the product efficacy / claims made in the advertisement.

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- 16. Ayurwin Pharma Private Limited (Nutrigain Plus Range of Products - Capsules & Powder):** The advertisement's claims, "Healthy fit body", and "Gives right weight, fit body and increases energy level", were not substantiated with evidence of product efficacy, and are misleading by exaggeration. The claim, "Approved by Ayush Department", was considered to be inappropriate as all AYUSH products in the market are required to have approval from the State Licensing authorities, and calling it out separately as a claim is misleading by ambiguity and implication that Ministry of AYUSH has approved the product efficacy / claims made in the advertisement.
- 17. Flipbald Health & Wellness (Flipbald De-addiction powder):** The advertisement's claims, "Quit intoxication" and "Balances the dopamine level and gives riddance from every type of addiction", accompanied by the AYUSH logo were not substantiated with evidence of product efficacy, and are misleading by exaggeration and implication that the AYUSH Ministry has approved the product efficacy / claims made in the advertisement, and also exploits consumers' lack of knowledge.
- 18. Flipbald Health & Wellness (Flipbald De-addiction powder):** The advertisement's claims, (in Hindi) as translated in English, "Patient got riddance from 15 years of addiction", and testimonial claim of Vijay Chauhan, "This Ayurvedic formula is made with a thousand year old method which gives freedom in short time from alcohol, drug, tobacco", accompanied by the AYUSH logo were not substantiated with evidence of product efficacy. These claims are misleading by exaggeration and implication that the AYUSH Ministry has approved the product efficacy / claims made in the advertisement, and exploits consumers' lack of knowledge.
- 19. Flipbald Health & Wellness (Flipbald De-addiction powder):** The advertisement's claim, (in Hindi) as translated in English, "Patients got riddance from chronic intoxication", accompanied by the AYUSH logo was not substantiated with evidence of product efficacy, and is misleading by exaggeration and implication that the AYUSH Ministry has approved the product efficacy / claims made in the advertisement, and exploits consumers' lack of knowledge.

EDUCATION:-

The CCC found following claims in the advertisements by eight advertisers were not substantiated and thus, in violation of ASCI Guidelines for Advertising for Educational Institutions.

- 1. Law Prep Tutorial:** The advertisement's claim, "India's best classroom coaching program", was not substantiated with any verifiable comparative data of the advertiser's institute and similar institutes to prove that their classroom coaching program is better than the rest, or through an independent third party validation. The claim was misleading by exaggeration.
- 2. Winner Institute:** The advertisement's claim, "Best Banking Institute", was not substantiated with any verifiable comparative data of the advertiser's institute and similar banking institutes to prove that it is better than the rest, or through an independent third party validation. The claim is misleading by exaggeration.

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3. **Maharashtra Academy of Engineering and Educational Research Vishwashanti Gurukul:** The advertisement's claim, "India's Leading and Pune's most trusted school", was not substantiated with any verifiable comparative data of the advertiser's institute and other similar institutes, or through an independent third party validation. The claim is misleading by exaggeration.
4. **Sham Kaushalya Taneja Educational Society - Taneja Public School:** The advertisement's claim, "100% Assurance of Fluency in English", was not substantiated with any verifiable supporting data of the students who have been trained to be fluent in English. The claim was misleading by exaggeration.
5. **Rao Edusolutions Pvt Ltd Rao IIT Academy:** The advertisement's claim, "India's favourite" implies that this institute is preferred over other institutes. The said claim was not substantiated with verifiable comparative data / market survey data of the advertiser's institute and other similar institutes or through a third party validation, and is misleading by exaggeration.
6. **DAV College Managing Committee:** The advertisement's claim, "India's largest Non-Government Educational Organization", was not substantiated with any verifiable comparative data of the advertiser's institute and other similar institutes, or any third party validation to prove this claim. The claim is misleading by exaggeration.
7. **International Institute of Fashion Design:** The advertisement's claim, "The world's largest design education network", was not substantiated with any verifiable comparative data of the advertiser's institute and other similar institutes in India / Asia or worldwide, or through a third party validation, and is misleading by exaggeration.
8. **Karnel Academy:** The advertisement's claim, "India's Best Institute", was not substantiated with any verifiable comparative data of the advertiser's institute and similar institutes to prove that it is better than the rest, or through an independent third party validation. The claim is misleading by exaggeration and implication.

Complaints against advertisements of 22 educational institutes listed below are UPHELD mainly because of unsubstantiated claims AND/OR misleading claims that they provide 100% placement/ placement assistance AND/OR they claim to be the No.1 in their respective fields

X-EEED Coaching, Vinayak Classes, Saraswati Institute of Career Studies, Patliputra Coaching Classes, Pai Defence Academy, Nice Study Circle, Institute For Competitive Exam, Marwad Defence Academy, Bansal Classes Pvt Ltd, Deeksha College of Commerce, Institute of Account & Management Studies - Institute of Accounts and Management Business School, Ayyappa Constable Coaching Center, The Sumana Foundation /School of Indian Hotel Management, Kautilya Academy, Brills Institute, Delhi Public School, A B Foundation, Safal Academy , Shrestha Samajik Seva Sansthan Samiti - Shrestha Private Ltd, Image Infotainment Ltd (Image Computer Education), Jagat Narain Romesh Chander Educational Trust (J.R. Media Institute), Excellent Civil Academy

OTHERS:-

1. **Confident Group (Confident Canopus):** The advertisement's claim, "The best housing brand in Kerala", was inadequately substantiated and is misleading by exaggeration and implication



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- 2. Maa Kamakhavya Darbar Fragrances India Pvt. Ltd (Tiranga Sacred Agarbatti):** The advertisement's claim, "First choice of crores of Indians", was not substantiated with any consumer survey data, or any verifiable comparative data of the advertiser's product and other agarbatti brands or through a third party validation. The claim was misleading by exaggeration. The claim, "India's No.1 Brand (2017)", was not substantiated with any market leadership data. The claim is misleading by exaggeration.
- 3. Jet Knitwear (Jet Lycot Readymades):** The advertisement's claim, "Limca Book Record holder for most number of National awards", was not adequately substantiated. The claim is misleading by omission of the reference to MSME sector and year 2011.
- 4. ARG Outlier Media Asianet News Pvt Ltd Republicworld.com:** The advertisement's claim, "Fastest breaking down of budget 2018", was not substantiated with any supporting data and is misleading by exaggeration.

About The Advertising Standards Council of India (ASCI)

The Advertising Standards Council of India (ASCI), established in 1985, is committed to the cause of self-regulation in advertising ensuring the protection of the interest of consumers. ASCI seeks to ensure that advertisements conform to its Code for Self-Regulation, which requires advertisements to be legal, decent, honest and truthful and not hazardous or harmful while observing fairness in competition. ASCI looks into complaints across ALL MEDIA such as Print, TV, Radio, hoardings, SMS, Emailers, Internet / web-site, product packaging, brochures, promotional material and point of sale material etc. ASCI's role has been acclaimed by various Government bodies including The Department of Consumer Affairs (DoCA), Food Safety and Standards Authority of India (FSSAI), Ministry of AYUSH as well as the Ministry of Information and Broadcasting. The association with these Government bodies is to co-regulate and curb misleading and objectionable advertisements in the respective sectors. In January 2017, the Supreme Court of India in its judgement has also affirmed and recognized the self-regulatory mechanism as an effective pre-emptive step to statutory provisions in the sphere of advertising content regulation for TV and Radio in India. ASCI is a part of the Executive Committee of International Council on Ad Self-Regulation (ICAS). Among several awards bestowed by the European Advertising Standards Alliance (EASA), ASCI bagged two Gold Global Best Practice Awards for the Mobile App "ASCIonline" (2016) and for reducing the time taken to process complaints (2013). (Source: www.ascionline.org)

For further information, please contact:

The Advertising Standards Council of India

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