

ASCI UPHOLDS COMPLAINTS AGAINST 171 ADVERTISEMENTS OUT OF 247

Mumbai, April 6, 2018: In January 2018, ASCI's Consumer Complaints Council (CCC) upheld complaints against 171 advertisements out of the total of 247 advertisements that were evaluated by the CCC.

A total of 148 advertisements were picked up by ASCI's suo moto surveillance and objections against 130 advertisements were upheld. Of the 99 advertisements complained against by the general public or by industry members, complaints against 41 advertisements were upheld by the CCC. Out of the total 171 advertisements against which complaints were upheld, 118 belonged to [healthcare sector](#), 16 to [education sector](#), 10 to the [food & beverages category](#), five to [personal care](#) and 22 were from the 'others' category.

Gross exaggeration of product efficacy was the number one reason for upholding complaints, followed by violation of the Drugs and Magic Remedies Act (DMR Act) and the Drugs and Cosmetics Rules (D&C Rules). The other reasons were failure to provide substantial facts and figures to support claims, and delivering advertisements which were misleading by ambiguity and / or by implication.

Among the various complaints, the CCC observed that a prominent FMCG drug company was providing inadequate and misleading information about its products. Similarly, a popular food brand was found to give incomplete and misleading comparison of its milkshake product. Furthermore, an advertiser claimed to cure various diseases like heart block, cholesterol, diabetes, obesity, eye sight, Alzheimer's, kidney function, thyroid, with their product featuring an FSSAI logo, implying that the claims are approved by FSSAI. These claims, too, were found to be misleading by exaggeration.

"ASCI associates with Government bodies to ensure an effective self-regulation process. We have completed a year of our association with the Ministry of AYUSH. AYUSH is among top three sectors where we find a high incidence of misleading advertisements. The advertisements in the AYUSH sector claiming treatment of certain diseases in violation of the Drugs and Magic Remedies Regulations have been a cause of concern. With support from the Ministry of AYUSH, we hope to change this scenario so that advertising is legal and ethical." said Ms. Shweta Purandare, ASCI Secretary General.



HEALTHCARE:- Total of 118 ads complained against

- [Direct Complaints](#) (17 ads complained against)
- [Suo Moto Surveillance by ASCI](#) (101 ads complained against)

PERSONAL CARE: - Total of five ads complained against

- [Direct Complaints](#)(Three ads complained against)
- [Suo Moto Surveillance by ASCI](#) (Two ads complained against)

FOOD AND BEVERAGES: - Total of 10 ads complained against

- [Direct Complaints](#) (Nine ads complained against)
- [Suo Moto Surveillance by ASCI](#) (one ad complained against)

EDUCATION:- Total of 16 ads complained against

- [Direct Complaints](#) (One ad complained against)
- [Suo Moto Surveillance by ASCI](#) (15 ads complained against)

OTHERS:- Total of 22 ads complained against

- [Direct Complaints](#) (11 ads complained against)
- [Suo Moto Surveillance by ASCI](#) (11 ads complained against)

DIRECT COMPLAINTS

HEALTHCARE:

The CCC found claims of 17 advertisements in health care products or services to be either misleading or false or not adequately / scientifically substantiated; hence in violation of ASCI Code. Some of the health care products or clinic advertisements also contravened provisions of the Drug & Magic Remedies Act and Chapter 1.1 and III.4 of the ASCI Code. Complaints against the following advertisements were UPHELD.

- 1. Antarrashtriya Deepak K M Hospital:** The advertisement's claim, (in Hindi) as translated in English, "US FDA machines to Treat Cerebral Palsy", was not substantiated with supporting evidence of the patients suffering from Cerebral Palsy who were successfully treated with the machines and is misleading by exaggeration. Furthermore, the claim, "Has treated 22730 overseas patients" with a visual of a child, was not substantiated with verifiable supporting data or through a third party validation and is misleading by exaggeration.
- 2. Nadi Vaidya Tomar Rahul:** The advertisement's claims, "Without medicine", "Treatment of old pain through massage of veins" and "This therapy helps in removing pain from the root", were not substantiated with the details of the therapy, supporting clinical evidence and are misleading by gross exaggeration.
- 3. Jolly Healthcare (Jolly Vaseir Gel and Capsules):** The advertisement's claim, "Har tarah ki Bavaseer ka sabse prabhavshali aur sastha samadhan" was not substantiated with product composition and efficacy data and is misleading by exaggeration.
- 4. Dr. Dassan's life Care Ayurvedic Herbal Treatment and Research Centre (Kidney):** The advertisement's claim, "Ek mahiney ke ilaaz se hi Creatinine 10.24 se 1.9 par samanai aah gaya" (Creatinine was reduced from 10.24 to 1.9 by treatment of Dr. Dassan), was not substantiated with supporting clinical evidence and is misleading by exaggeration. The claim, "Kidney rogi transplant se bachh gaya", was misleading by gross exaggeration and exploits consumers' lack of knowledge and is likely to lead to grave or widespread disappointment in the minds of consumers.
- 5. Chaturbhuj Pharmaceutical Company (B-Gap contraceptive tablet):** The advertisement's claim, "Herbal Garbhnirodhak Tablet", was not substantiated with supporting data and with any evidence of product details such as approval from regulatory authorities and is misleading. Claim, "Sirf ek goli six maah ke liye" (one tablet anti pregnancy contraceptive drug effective for six months) was not substantiated with proof of product efficacy and is misleading by gross exaggeration.
- 6. Wish Clinic (Wish Integrated Cosmetic Clinic):** The advertisement's claim, "World Class Integrated Cosmetic Clinic", was not substantiated with any verifiable technical data. The claims, "We have a solution - Just Wish Away", "Treatment for Thyroid/PCOD/ Rheumatoid Arthritis/ Infertility/ Diabetes/ Insta Glow/ Laser Hair Reduction/ Laser Pigmentation", were



misleading by implication that various health problems claimed in the advertisement can be easily / completely treated by the Clinic. These claims were not substantiated with supporting data and are misleading by exaggeration.

- 7. Sureksha Pharma (Kanthari Plus Capsules):** The advertisement's claims, "For following ailments – Heart Block, Cholesterol, Diabetes, Obesity, Eye Sight, Alzheimer's, Kidney Function, Thyroid", were not substantiated with any scientific rationale or clinical evidence of product efficacy and are misleading by exaggeration. Furthermore, it was observed that the advertisement with therapeutic claims had an FSSAI logo implying this product to be safe as food thus encouraging negligence for such serious ailments.
- 8. ACU- AID:** The advertisement's claims, (in Hindi) as translated in English, "Treatment of slip disc without medicine and operation" and "Treatment for Migraine, Height etc.", were not substantiated with supporting clinical evidence and are misleading by exaggeration
- 9. Pratiraj Herbal Pharmacy (Alpic Hair Oil):** The advertisement's claim, (in Hindi) as translated in English, "First research for Alopecia in India" and "20 years of research result" were not substantiated with supporting evidence and are misleading by exaggeration.
- 10. Lifespan Clinic India (Lifespan Diabetes Clinic):** The advertisement's claim, "No blood sample required", was not substantiated with supporting data and is misleading by ambiguity and gross exaggeration.
- 11. M. H. Javerian & Sons (Javerians Jivan Mixture):** The advertisement's claims, "No Side Effects" and indications "Constipation, Loose Motion", were not substantiated and are misleading by exaggeration.
- 12. Om Sai Ayurveda India Limited:** The advertisement's claim, "For Improvement of Height" was considered to be, prima facie, in violation of The Drugs & Cosmetics (D&C) Rules.
- 13. Brain DNA:** The advertisement's claims, "Map your brain by your finger print analysis", and "The result will be derived from a scientifically proven technique – Dermatoglyphics", were not substantiated with scientific data. The Claim, "Best counselling from a DMIT certified counsellor", was not substantiated with supporting data. The claims 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.
- 14. Reckitt Benckiser (India) Pvt. Ltd (Strepsils):** The advertisement's claim, "Bacteria and Virus ko maare" was inadequately substantiated and is misleading by ambiguity and implication.

The following advertisements were considered to be, prima facie, in violation of The Drugs & Magic Remedies Act and are being referred to the Ministry of Health:

Sr.	Brand / Product	Claims
1.	Safed Daag	Best Ayurvedic Medicine for white spots since 1934 The color of the spot immediately changes and
		immediately merges with the natural color of the skin.
2.	Indiyaa Distribution Network Llp (Maha Shikhar Vati)	Best way to increase height naturally
3.	Faith's Pranic Healing Camp	Get healed of all physical and psychological ailments like: Diabetes, Arthritis, Hypertension, PCOD, Cancer

PERSONAL CARE:-

- 1. Marico Ltd (Livon Hair Serum):** The advertisement's claim, "Best Hair Serum", was not substantiated with verifiable comparative product test data of the advertiser's product and other competitor products and the claim is misleading by exaggeration and implication. The claim, "Three times smoother, 50% glossier", was based on test result compared with untreated hair. When viewed together with the claim of "Best Hair Serum", these numerical claims were considered to be misleading by implication that the claim holds against other competitor products and by omission of mention of the basis of comparison.
- 2. Hindustan Unilever Limited (Dove Environmental Defence Shampoo):** The advertisement's claim, "New Dove Environmental Defence with Lotus extracts detoxifies hair", was inadequately substantiated and is misleading by implication and exaggeration.
- 3. Reckitt Benckiser (India) Pvt Ltd (Durex Condom):** The content of the advertisement was not considered to be educative. Some of the scenes in the advertisement appeared to be indecent/inappropriate for viewing by children and hence not suitable to watch during family viewing time. It was concluded the intimate bedroom scene of the couple is likely to cause grave and widespread offence if aired during non-watershed hours.

EDUCATION:-

The CCC found following claims in the advertisement by one advertiser was not substantiated, and thus, violated ASCI Guidelines for Advertising of Educational Institutions. Hence complaints against these advertisements were UPHELD.

- 1. Think & Learn Pvt Ltd. (Byju's – The Learning App):** The advertisement's claims, "One Crore (1,00,00,000) students are learning from BYJU's- The Learning App", "600 member strong R&D team is involved in creating the best learning program for students", "93% parents reported an overall increase in their children's grades after using BYJU's", "90% students renew their BYJU's course year on year" and "51 minutes spent on the app on an average by a student everyday" were not substantiated with supporting data and are misleading by exaggeration.

FOOD AND BEVERAGES:-

- 1. Kamal Kant and Company Llp (Rajshree Pan Masala):** The advertisement's claim, "India ka favourite pan masala" implies that this product is preferred over other Pan Masala products or it is the most preferred brand in the Pan Masala category for which the advertiser gave only assertions and did not provide any valid substantiation. This claim was not substantiated with verifiable comparative data / market survey data of the advertiser's product and other competitor products among representative country wide population or through a third party validation, and is misleading by exaggeration.
- 2. Matter currently sub judice.**
- 3. Matter currently sub judice.**
- 4. Matter currently sub judice.**

5. **Rasna International Pvt Ltd (Rasna Native Haat Honey):** The advertisement's claim, "From the forests of Sunderbans to your Home", was inadequately substantiated and is misleading by exaggeration.
6. **GlaxoSmithKline Consumer Healthcare Ltd (Horlicks):** The advertisement's claim, "In a study, 9 out of 10 children's diet was at risk of being deficient in essential nutrients", was not substantiated and is misleading by implication and exaggeration.
7. **GlaxoSmithKline Consumer Healthcare Ltd (Horlicks Growth Plus):** The advertisement's claim, "Naturally enhances growth," implies natural growth without any artificial inputs. The use of the word "naturally" for an artificially composed drink supplemented in overall food intake is likely to mislead the consumers by ambiguity.
8. **Cipla Health Ltd (Choco-bite):** The advertisement's claim, "Upto 100% immunity nutrients" is misleading by ambiguity, implication and omission to mention that it could be helpful only as a supplement to normal diet.
9. **INVENTZ Lifesciences Pvt Ltd (Headz Up tablets):** The advertisement's claim, "avoid further hair fall and greying," was not substantiated and was misleading by gross exaggeration.

OTHERS:-

1. **Hindware Home Retail Private Limited (Hindware Atlantic Water Heater):** The advertisement's claim, "Six star performance" is being made because the Ondeo water heater has around 20% less losses than the 5 star products from the competing manufacturers. The Advertiser submitted a test report that tested the performance of the product and comparable data for the competing products, which was found to be acceptable. However, BEE rules have a maximum of five star level rating only. Any additional reference to "star", notwithstanding the descriptor "performance", is likely to mislead consumers, more so when seen in conjunction with the visual of 'BEE Star label' which is an industry standard for product performance.
2. **Dalmia Bharat Group :** The advertisement's claim, "Delta 25 Power", "What makes Dalmia DSP the best choice for Dhalai?", "low heat of hydration", were not substantiated with technical data / test reports and are misleading by exaggeration.
3. **Indian Oil Corp Ltd (Servo Oil):** The advertisement's claim, "India's largest selling trusted lubricants" were considered to be misleading by ambiguity and implication since two different data sources were being used for the claim support without reference to each of the data sources. Furthermore, the claim "Selected super brand India 2014-2015", was inadequately substantiated and is misleading by ambiguity and exaggeration as the advertiser has used 2014-2015 survey data for an advertisement published in 2017.



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4. **Hindustan Unilever Ltd (Surf Excel Matic Liquid):** The advertisement's claim, "Get two times more power with Surf Excel Matic Liquid", was substantiated against advertiser's own products. It does not specify in the advertisement what the product is being compared to and was misleading by omission of disclaimer to mention the basis of comparison
5. **Reckitt Benckiser (India) Pvt. Ltd (Harpic):** The advertisement's claim, "Just one round of harpic10X gives you better cleaning than 10 applications of detergent", was inadequately substantiated and is misleading by ambiguity and implication and by omission of disclaimer to mention the basis of comparison.
6. **Hindustan Unilever Ltd (Vim Bar):** In the advertisement's claim, "The New Best Ever Vim bar", the claim 'New' is misleading by ambiguity.
7. **Samsonite South Asia Pvt Ltd. (Samsonite Bags):** The advertisement's visual shown of "a tractor moving over a trolley bag without the bag getting damaged", is misleading by gross exaggeration.
8. **Viacom 18 Media P. Ltd (Voot app):** ASCI Code's definition of Advertising states that "Any communication which in the normal course would be recognised as an advertisement by the general public would be included in this definition even if it is carried free-of-charge for any reason". Therefore, promotion and content vide web-site, email, TV promo, paid or unpaid, has to be considered as Advertising. It was concluded that while the overall promo TVC was not objectionable, the two specific scenes viz a minor walking nearby a swimming pool and a young boy walking on the pavement, both shown watching video on Voot app while wearing earphones, shows unsafe/dangerous practices without justifiable reason, manifests a disregard for safety and encourages negligence. The actions shown are likely to encourage minors to emulate such acts in a manner which could cause harm or injury.
9. **Zee Entertainment Enterprises Ltd (Zee Business):** The advertisement's claim, "Taal Thok Ke" being the No.1 Debate show ("*Taal Thok Ke – Bahas Ka No.1 Show*") was not substantiated and it was in violation of BARC Guidelines: BARC specifies that for making a leadership claim, the channel must present comparative data for '4 consecutive clock hours and 4 consecutive weeks'. The claim was also misleading as it did not cite BARC as the source. The TV – promos are framed so as to exploit consumer's lack of experience or knowledge.
10. **Writemen Media Private Limited (Public TV):** The TV - promo claiming "No. 1 Channel" was misleading. The disclaimer put by the advertiser for the claim was based on one day data (week 31 December 18) and not four consecutive weeks of data as per BARC Guidelines. The subject matter of the comparison is chosen in such a way so as to confer an artificial advantage on the advertiser so as to suggest that a better bargain is offered than is truly the case.
11. **Divya Shakti Group (Divya Shree Shakti):** The advertisement's claims, "Just two kilometres from Miyapur Metro Station", "a fully loaded club house", "Multiplex", "Clinics", '324 happy families already living here",



“300 happy families living”, “Malls and multiplex within the premises”, “Mall & Multiplex + Commercial office spaces in 18 acres of space”, and “You have to just walk down to the place of worship, shopping mall, hospital and clubhouse” were false and were not substantiated with supporting evidence. The claims are misrepresentation of facts by giving false information about the facilities being provided by the advertiser. In absence of any qualifiers to indicate that the amenities are proposed in the project plan, objected claims regarding the amenities mentioned in the advertisements, hoardings, brochures, website are misleading by ambiguity and omission to qualify that they are under construction.

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 148 advertisements, total of 130 advertisements were considered to be misleading. Of the total 130 advertisements, 101 advertisements belonged to Healthcare, 15 belonged to the Education category, one belonged to Food & Beverage category, two belonged to Personal Care category and 11 belonged to the “others” category.

HEALTHCARE:

- 1. Lotus Herbals Limited (Lotus Herbals Youth RX):** The advertisement’s claims, “Reverse ageing”, “10 times more geneplex youth compound”, and “Stop aging”, were not substantiated with evidence of product efficacy and are misleading by gross exaggeration. Additionally, the TVC shows endorsement of the claims by a celebrity (Shilpa Shetty) which, when seen in conjunction with the unsubstantiated claims, is likely to mislead consumers regarding the product efficacy.
- 2. New Leaf:** The advertisement’s claim, “Lose four inches in just seven days”, was not substantiated with supporting clinical evidence and with treatment efficacy data and is misleading by exaggeration.
- 3. Masters Homeopathy:** The advertisement’s claims, “Freedom from Hepatitis and Herpes”, “Cure psoriasis permanently” and “Get rid of piles and fistula”, were not substantiated with supporting clinical evidence and are misleading by gross exaggeration.
- 4. Arogyam Ayurvedic Hospital:** The advertisement’s claim, “Treat allergy from the roots” was not substantiated with supporting clinical evidence. Claim, “Lacs of patients have got permanent freedom from allergy”, was not substantiated with supporting evidence and with any independent audit or verification certificate. The claims are also misleading by gross exaggeration.
- 5. NB Healthcare Pvt Ltd (Slim Now):** The advertisement’s claim, “AIIMS doctor discovers shockingly simple way to lose 1 kg per day without diet or exercise”, was



not substantiated with clinical evidence of product efficacy and is misleading by gross exaggeration. Also, weight loss efficacy being depicted via images of before and after the treatment is misleading. There is also a concern regarding genuineness of this product.

6. **Apollo Hospitals Enterprise Limited:** The advertisement's claim, "Achieve freedom from your weight issues", implies cure for the diseases claimed in the advertisement viz. diabetes, infertility, heart diseases, cancer etc. which was not substantiated with supporting clinical evidence and is misleading by implication and gross exaggeration.
7. **Asian Bariatrics:** The advertisement's claim, "Asia's Largest Hospital for Weight Loss Surgery by Experienced Bariatric Surgeons" was not substantiated with supporting verifiable comparative data of the advertiser's hospital and other similar hospitals or through a third party validation, and is misleading by exaggeration. The claim, "Best Hospital 2015" is misleading by implication and omission of the details regarding the award. Also the claim, "Winner of Limca Book of Records" was misleading by implication and omission of the basis for the award received.
8. **Care Institute of Medical Science:** The advertisement's claims, "100% Success" and "Three rapid successful heart transplantations" were not substantiated with appropriate supporting evidence. The claims were misleading by ambiguity and exaggeration.
9. **MYO Fitness:** The advertisement's claim, "permanent fat loss", was not substantiated and is misleading by exaggeration.
10. **Girme's Wheat Grass:** The advertisement's claim, "Helps in Anaemia, Thalassemia, Piles, Diabetes, Cancer, Sexual health etc.", was inadequately substantiated with no conclusive scientific evidence for product efficacy through peer reviewed standard scientific journals, and is misleading by gross exaggeration.
11. **Back & Neck Care:** The advertisement's claims, "Gives operation less solution for pain problems", "Provides relief within three days from problems like back pain, pain in legs, slip disc, reduction of gap between disk and other problems" and "Can cure 80-90% waist pain through exercise and dieting", were not substantiated with supporting clinical evidence and with treatment efficacy data, and are misleading by gross exaggeration.
12. **Eye-Q Vision Pvt Ltd (Eye Q Eye Hospital):** The advertisement's claim, "Treats every disease of eyes" was considered to be an absolute claim and misleading by ambiguity and implication. The claim, "Experience of more than 2,00,000 surgeries" was considered to be misleading by ambiguity and omission of the mention that this is the collective experience of their doctors in their individual capacity.
13. **Hair Fair Skin Clinic:** The advertisement's claim, "Glutathione, an anti-oxidant mixes with toxicants in body and throws them out with bile and urine", was not substantiated with clinical data or scientific rationale for the claim. The claim, "Skin gets a resurrection and eventually gets softness and glow", was not substantiated with supporting clinical evidence or with treatment efficacy data. The claims are misleading by exaggeration.



- 14. Hi-Tech Sweet Water Technologies Pvt Ltd/ Hi-Tech New Life AA Plus:** The advertisement's claims, "Controls blood sugar level and cholesterol", "Prevents Cancer", "Improves Immune System", and "Slows down Ageing Process", were not substantiated with supporting clinical evidence of product efficacy and are misleading by exaggeration.
- 15. Perfect Point:** The advertisement's claims, "Reduce obesity without stress in just three days a week" and "Get unlimited weight loss", were not substantiated with supporting clinical evidence, and with treatment efficacy data, and are misleading by exaggeration. Also, efficacy being depicted via images of before and after the treatment is misleading.
- 16. Speedwell Botanical Pvt Ltd (Speedwell Botanical Range of Products- Perfekt Slim Tablets):** The advertisement's claim, "Contains 100% Ayurvedic advance formula and removes more weight from the problem source", was not substantiated with any evidence of the ingredients present in the product and with specific benefits attributable to the ingredients responsible for the weight reduction claim. The claim, "Received the GMP certificate which is completely safe and this is the product of guaranteed success", was not substantiated with supporting evidence. The claims are misleading by exaggeration. The visual in the advertisement and the pack visual imply that a significant weight loss around the tummy would be feasible, which is also grossly misleading.
- 17. Dr. Bindiya Holistic Health:** The advertisement's claims, "One can reduce up to 2-3 kilograms in the first week & up to 6-8 kilograms in one month (scientific and natural way)", "Stronger immune system, boosts energy, rids the body of any excess waste, anti-ageing benefits", and "One stop solution to lose weight and detoxing the body with unique, scientific and easier ways to reduce weight", were not substantiated with scientific rationale or with supporting clinical evidence, and with treatment efficacy data, and the claim as well as visual in the advertisement are misleading by exaggeration.
- 18. Dr. Shah's Hair Clinic:** The advertisement's claim, "Awarded Hair Expert Clinic" was vague as well as inadequately substantiated with detail. Also, the claim is misleading by ambiguity and omission of the references pertaining to the award received such as name of the award, year, source and the category.
- 19. Hair Doc Trichology Hair Clinic:** The advertisement's claim, "Stop hair problems on time" was not substantiated with supporting clinical data. The claim, "30 years of healthy hair experience", was not substantiated with supporting evidence. Also, the claim, "Reduce hair fall, increase hair density and grow new hair within eight weeks", was not substantiated with any hair growth data based on rigorous trial on a statistically significant number of patients.

The following advertisements were considered to be, prima facie, in violation of The Drugs & Magic Remedies Act and are being referred to the Ministry of Health:

Sr No	Brand/Product	Claim
1.	Vedic Ayurved	<input type="checkbox"/> Get beautiful, firm, toned and attractive breasts in just 30 days
2.	Balaji Ayurved Bhavan	<input type="checkbox"/> Guaranteed Ayurvedic treatment for sex problems, venereal diseases, impotence, no masculinity, small penis, premature ejaculation, infertility, arthritis, paralysis, mental disease, cancer, obesity and problem in kidney.
3.	Dr. Akash Ayurved	<input type="checkbox"/> Sexual Weakness? Any age for any reason whatsoever, one time treatment by our medicines made of Ayurvedic herbs no treatment required again
4.	Tuku Clinic	<input type="checkbox"/> 100% guaranteed Ayurvedic treatment for kidney stone and sexual diseases
5.	Tuku Clinic	<input type="checkbox"/> 100% guaranteed Ayurvedic treatment for sexual disability
6.	A-1 Herbal Ayurvedic Clinic:	<ul style="list-style-type: none"> • Eat herbal and remove diseases and get healthy; • Cure diseases like blood pressure, diabetes, sexual weakness; • Guaranteed treatment of obesity
7.	Arogyam Ayurvedic Centre/ Allergy Rakshak Range Of Products:	<ul style="list-style-type: none"> • Get freedom from 100 diseases • Cure epilepsy • Cure glaucoma (White and Black), cure near and far vision, cures every eye disease.
8.	Gaharwar Pharma Products Pvt Ltd.	<ul style="list-style-type: none"> • Get strength and happiness • Increase your sexual interest

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9.	Naturoveda India Pvt Ltd./ Naturoveda Health World	<input type="checkbox"/> Through combined method of fundamental Ayurveda, potentised unani and therapeutic yoga, type-2 diabetes can be prevented properly and can cure both type of complexity of diabetes
10.	Shree Maruti Herbal	<ul style="list-style-type: none"> • Your partner's love will get stronger • Helps in problems related to premature

	/Stay-On Range Of Products	ejaculation, poor libido and gives feeling of youthfulness, pep, excitement
11.	Shree Maruti Herbal Stay-On Range Of Products/ Stay On Power Capsule	<input type="checkbox"/> The magic of intimacy remains constant <input type="checkbox"/> Helps in problems related to premature ejaculation, poor libido and gives feeling of youthfulness, pep, excitement.
12.	Shree Maruti Herbal Stay On Power Capsule	<input type="checkbox"/> The magic of intimacy remains constant
13.	Rajnish Hot Deals Pvt Ltd / Play Win Range Of Products	<input type="checkbox"/> Take pleasure of married life with more vigour <input type="checkbox"/> Increase vigour, strength and stamina <input type="checkbox"/> Massage with few drops on weak organs and make them strong, powerful and hard <input type="checkbox"/> Increase timing and pep
14.	Ashok Clinic	<input type="checkbox"/> Provides operation-less local treatment of urine diseases (Kidney stone) <input type="checkbox"/> Through ayurved, countless patients have been cured and saved from operation
15.	Star Ayurveda/ Star Homeopathy	<input type="checkbox"/> Diseases like asthma and infertility are cured from the root
16.	Dr. TAJ	<input type="checkbox"/> Solution of venereal diseases such as masculine power, premature ejaculation, childlessness, impotency, discharge and wet dreams



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		<input type="checkbox"/> Strength of lion and pep of Cheetah
17.	Dr. Shaikh	<input type="checkbox"/> Get a solution for venereal diseases such as masculine power, premature ejaculation, childlessness, impotency, discharge and wet dreams
18.	Sahar Herbal Pharmacy/ Sahar Herbal Pharmacy Range/ Sahar Herbal	<input type="checkbox"/> Complete satisfaction of wife <input type="checkbox"/> For small and thin organ

	Pharmas Products	
19.	Ram Swarna Clinic	<input type="checkbox"/> Cure kidney stone block in one day <input type="checkbox"/> Cure gallbladder stone block in one month's medicine <input type="checkbox"/> Asthma can be cured in minimum days
20.	Rajput Clinic	<input type="checkbox"/> Amazing gift for impotency <input type="checkbox"/> Cure impotency permanently with the new researched treatment
21.	Rajnish Hot Deals Pvt Ltd./ Play Win Range Of Product	<input type="checkbox"/> Take pleasure of married life with more vigour <input type="checkbox"/> Take unique pleasure of married life <input type="checkbox"/> Increase timing and pep <input type="checkbox"/> For better result also use Play Win oil
22.	Rajnish Hot Deals Pvt Ltd./ Play Win Range Of Product	<input type="checkbox"/> Gives you passion which makes your partner more excited <input type="checkbox"/> Strengthens the weak nerves and makes you enjoy and feel the unique pleasure of married life <input type="checkbox"/> To Grow Power, Strength and Extra Timing

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23.	Rajnish Hot Deals Pvt Ltd./ Play Win Plus Capsule	<input type="checkbox"/> Increases power, timing, strength <input type="checkbox"/> Helpful in preventing premature ejaculation
24.	Masters Homeopathy	<input type="checkbox"/> Permanent solution for Asthma through homeo treatment <input type="checkbox"/> Homeo treatment cures from the roots <input type="checkbox"/> Disease will not affect again after homeo treatment <input type="checkbox"/> Asthma can be completely cured
25.	Lord Dhanvantari Hospital	<input type="checkbox"/> 100% Ayurvedic treatment from root for arthritis without operation
26.	Homeocare International Pvt. Ltd.	<input type="checkbox"/> Solution for systemic lupus erythematosus (SLE) problem <input type="checkbox"/> Diseases will be under control and cured completely
27.	Gaharwar Pharma Products Pvt Ltd./ Gaharwar Pharma Products	<input type="checkbox"/> Use Gaharwar pharma for vigour & pleasure <input type="checkbox"/> Improves libido post its usage <input type="checkbox"/> Suitable for all men belonging to any age group
28.	Dr. Dassans Life Care Ayurvedic Herbal Treatment and Research Centre/ Dr. Dassans	<input type="checkbox"/> Old case of paralysis is cured within 3 months
29.	Dr. Dassans Life Care (Ayurvedic Herbal Treatment and Research Centre/ Dr. Dassans Re Renal)	<input type="checkbox"/> Kidney patient has been saved from dialysis



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30.	Soliel International Healthcare Products/ Bt36 Range Of Products	<input type="checkbox"/> Perfection in women's beauty <input type="checkbox"/> Helpful in making modern women's breast accurate, beautiful, strong and healthy
31.	Dr. Asma Herbal / Asma Herbal Range Of Product	<input type="checkbox"/> Love will never fade <input type="checkbox"/> For more benefits also use Commando tel
32.	Maple Overseas / 8 Range Of Products	<input type="checkbox"/> For men – eight inch capsule and lotion
33	Shree Maruti Herbal /Stay On Power Capsule	<input type="checkbox"/> Thousands of couples have rediscovered passion in their lives <input type="checkbox"/> For vitality, stamina and energy
34.	Shree Maruti Herbal / Stay On Range Of Products	<input type="checkbox"/> The magic of intimacy remains constant <input type="checkbox"/> Helps in problems related to premature ejaculation, poor libido
35.	Shree Maruti	<input type="checkbox"/> Marital relation remains constant with same intensity
	Herbal / Stay On range of products	<input type="checkbox"/> For excitement, vigour and strength
36.	VNV Herbal Tech/StoneKing range of products	<input type="checkbox"/> Easiest solution to remove kidney stones in just 10 days without operation
37.	Zafar Shafakhana	<input type="checkbox"/> Give sure treatment of thin organ, small and sloppy organ, lack of hardness and nightfall, premature ejaculation, lack of sperm
38.	Shree Maruti Herbal/ Stay On Power Oil	<input type="checkbox"/> Reach new heights of pleasure <input type="checkbox"/> Helpful in increasing blood circulation by massaging daily on weak nerves



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		<input type="checkbox"/> Only for Men
39.	Shree Maruti Herbal/ StayOn range of products	<input type="checkbox"/> Your partner's love will get stronger <input type="checkbox"/> Helps in problems related to premature ejaculation, poor libido
40.	Rajnish Hot Deals Pvt Ltd./Play Win range of products	<input type="checkbox"/> Provides passion which makes your partner more excited <input type="checkbox"/> Increase in power, strength and energy
41.	Rajnish Hot Deals Pvt Ltd./Play Win Plus Capsule	<input type="checkbox"/> To increase vigour, strength, timing and pep <input type="checkbox"/> Consume 1 capsule, one hour before <input type="checkbox"/> To give full power and vigour
42.	Aarogya Clinic	<input type="checkbox"/> Cures kidney stones, gall bladder stones and arthritis without surgery
43.	Ayurex-NDX/ Nurture Healthcare	<input type="checkbox"/> Ayurex-NDX capsules does not disappoint you <input type="checkbox"/> An Ayurvedic capsule for immediate stamina <input type="checkbox"/> Increases timing and self-confidence
44.	Ayurex-S Capsule / Nurture Healthcare	<input type="checkbox"/> The magic of intimacy remains constant <input type="checkbox"/> To increase timing and vigour due to which you can take pleasure for longer duration <input type="checkbox"/> Only for Men
45.	Baidhki Panchkarma	<input type="checkbox"/> Successfully treats white spots through ayurved

		and panchkarma
46.	Breast Care Capsule & Massage Oil / Balaji Ayurved Sansthan	<input type="checkbox"/> Effective for proper bulge and shape <input type="checkbox"/> Increase the size of your beauty
47.	Dr Dassans Re Renal/ Dr Dassans	<input type="checkbox"/> Completely cures kidney patients
48.	Flipbald Health & Wellness	<input type="checkbox"/> Immediate treatment for sex problems and pleasurable married life



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		<input type="checkbox"/> Cure sex problems in few days
49.	Gloss Pharma range of products / Gloss Pharmaceuticals Pvt Ltd	<input type="checkbox"/> To give long lasting vigour
50.	Jaipur Ayush Clinic	<input type="checkbox"/> Treats heart blockage without operation, through Ayurveda
51.	Maharishiji Clinic & Yoga Centre	<input type="checkbox"/> Provides successful treatment for mind and brain disorders
52.	Jeevan Dispensary	<input type="checkbox"/> Claims to cure venereal diseases and successful married life <input type="checkbox"/> Provides full strength, vigour and power
53.	Japani Range Of Products / Chaturbhuj Pharmaceuticals	<input type="checkbox"/> Japani- M Capsules for Men <input type="checkbox"/> Japani- F Capsules for Female <input type="checkbox"/> For better results, men should use Japani oil along with Japani – M capsules
54.	Phyto X-Tra Power / Herbal Land	<input type="checkbox"/> For a happy married life, use Phyto XTra Power capsules <input type="checkbox"/> Increases sperm count and quality
55.	RJR Siddha Ayur Unani Hospital	<input type="checkbox"/> Claims to be a miracle cure for Asthma
56.	Stonecure Kit/ Luna Pharma	<input type="checkbox"/> “Stonecure Kit”, product name implies cure for kidney stone
57.	Rushabh Medicine	<input type="checkbox"/> Gives power and pleasure <input type="checkbox"/> Usage increases libido
58.	Nurture Health Care /Ayurex-Ndx	<input type="checkbox"/> Enjoy throughout the night <input type="checkbox"/> Take Ayurex NDX for instant stamina <input type="checkbox"/> Intake of one capsule, an hour in advance, improves timing and confidence



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59.	Nurture Health Care/Ayurex-Ndx	<input type="checkbox"/> Improves your timing and increases your excitement <input type="checkbox"/> Consume one capsule of Ayurex NDX for instant stamina, an hour prior
60.	Soliel International Healthcare Products (BT-36 Body Toner Capsules and Cream)	<input type="checkbox"/> Claims to provide beautiful shape, beautiful thinking and immense confidence
61.	Gaharwar Pharma Products Pvt. Ltd. (P.V Tone Oil and Capsule)	<input type="checkbox"/> There is no morning for this night
62.	Nisargalaya Drugs Pvt. Ltd.-(Phyto XTra Power)	<input type="checkbox"/> For happy moments with your beloved partner, immediately start using phyto xtra power capsule <input type="checkbox"/> Increases libido and prevents premature ejaculation
63.	Juneja Ayurveda/ Powertone Joshila	<input type="checkbox"/> With Powertone Joshila, improve your energy, timing, size and get immense sexual pleasure
64.	Roochi Tone Capsule and Oil	<input type="checkbox"/> Keeps one away from lack of interest in sexual activities, early ejaculation and also increases duration of physical relationship
65.	Rushabh Medicine	<input type="checkbox"/> This product increases your interest in sexual activities
66.	Shiv Shakti Herbal India Ltd	<input type="checkbox"/> Remove stones without operation and injection from the roots through Ayurvedic medicine
67.	Triveni Ayurvedic Hospital	<input type="checkbox"/> Permanent treatment of venereal diseases at any age
68.	Aarogya Clinic	<input type="checkbox"/> Cure stones without surgery



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69.	Nurture Health Care / Ayurex-S Capsule	<input type="checkbox"/> Secret to a happy married life and long lasting pleasure <input type="checkbox"/> Increases timing and vigour <input type="checkbox"/> For men only
70.	Balaji Homeopathy	<input type="checkbox"/> Successful treatment of kidney stone without any operation
71.	Chetan Clinic	<input type="checkbox"/> Sure and permanent treatment for sex problems
72.	Chetan Clinic	<input type="checkbox"/> Get back lost sex power
73.	Ganga Ayurvedic Clinic	<input type="checkbox"/> Treatment from roots for asthma
74.	Kavya Ayurveda	<input type="checkbox"/> Non- operative treatment for kidney stone <input type="checkbox"/> Cure diabetes and free patients from insulin and medicine within 8 weeks
75.	Nisargalaya/ Phyto XTra Power	<input type="checkbox"/> Use for happy married life <input type="checkbox"/> Increases sperm count and quality <input type="checkbox"/> Helpful for complete feeling of married life.
76.	Apollo Hospitals Enterprise Ltd./ Apollo Gleneagles Hospitals	<input type="checkbox"/> Prevention and reversal of heart disease prevent stroke and heart attack <input type="checkbox"/> Reverse progress of heart disease and prevention of repeat procedures like angioplasty and heart surgery
77.	Dr House Clinic	<input type="checkbox"/> Resolve all sexual problems
78.	Zee Laboratories Ltd./ Zee Laboratories Range Of Products (Brexelant)	<input type="checkbox"/> Increase breast size and firmness
79.	Mehantak Churan	<input type="checkbox"/> Impotency, high blood pressure and sugar
80.	Muniraj Ayurved Ashram/ Madhu	<input type="checkbox"/> Cures physical weakness, weak heart, dimming of eyesight

The following advertisements were considered to be, prima facie, in violation of The Drugs & Cosmetics Rules and are being referred to the Ministry of Health:

Sr No	Brand/Product	Claims
1.	Surya Hospital	<input type="checkbox"/> Successfully cures stone (treatment through medicine without operation) <input type="checkbox"/> Cures infertility
2.	City Hospital and Maternity Centre (Barwala)	<ul style="list-style-type: none">• Gives successful treatment to all types of problems• Gives successful treatment to all types of diseases like chest disease, heart disease, jaundice, impotency and infertility in couples, sterility and also for poisoned patients

PERSONAL CARE:-

- 1. Speedwell Botanical Pvt Ltd (Speedwell Botanical Range of Products Tripura Herbal Hair Oil):** The advertisement's claims, "To control hair fall, prevent dandruff, relief from scalp infections, helps to promote hair growth, protection from premature greying," were not substantiated with any technical rationale regarding product efficacy based on their formulation and specific benefits attributed to the ingredients present in their formulation. The claims in print advertisement are misleading by exaggeration as the on pack declaration for claims has a qualifier that the product "helps" in various conditions.
- 2. Amar Products India (Collegian Cream):** The advertisement's claim, "Trusted since 1954", was not substantiated with supporting evidence or any independent audit or verification certificate, and is misleading by exaggeration. The claims, "No other cream compared to this cream which is beneficial for everyone" and "There cannot be better cream than this", were not substantiated with any verifiable comparative data of the advertiser's product and other competitor products. The claims are misleading by exaggeration and implication that the advertiser's product is the most effective product over all other competitor products. Also the claims, "Reduces wrinkles & enhance fairness" and "Boon for acne, black spot, small pox, burn and cut, fresh wound, stretchmark, lump and pain, eczema, cracked heel and pain, dark circles below eyes and keeps skin fair", were not substantiated with product efficacy data and are misleading by exaggeration.



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EDUCATION:-

The CCC found following claims in advertisements by 15 different advertisers were not substantiated and thus, violated ASCI Guidelines for Advertising of Educational Institutions. Hence complaints against these advertisements were UPHELD.

- 1. S K Educations Pvt Ltd:** The advertisement's claim, "India's favourite Play School Franchise Opportunity", was not substantiated with any verifiable comparative data / market research data of the advertiser institute and other similar institutes or through any third party validation to prove this claim. This claim is misleading by exaggeration and implication that it is most liked or is most preferred over other similar schools.
- 2. ASM Group of Institutes:** The advertisement's claim, "1st Business School in India to provide HBX core certification", 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.
- 3. Kautilya Academy:** The advertisement's claim, "Madhya Pradesh's best institute", was not substantiated with any market survey data, or verifiable supporting comparative data of the advertiser's institute and other similar institutes or through a third party validation, and is misleading by exaggeration.
- 4. Zorba A Renaissance Studio:** The advertisement's claim, "India's Largest (and Happiest) Yoga Chain", was not substantiated with any verifiable comparative data of the advertiser's institute and other similar institutes, or through a third party validation, and is misleading by exaggeration.

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

Information Technology Research Centre ITRC, Shree Krishna Institute of Teachers Training, Meera Private ITI, VLCC Institute, MVM Suma Institute of Nursing Sciences, IBT Institute Pvt Ltd, Junior DPS, Dashmesh Academy, Ambition Law Institute, Apollo College of Veterinary Medicine and Siddhi Vinayak Institute of Technology & Sciences



FOOD & BEVERAGE:-

1. **Ruchi Soya Industries (Sunrich Sunflower Oil):** The advertisement's claims, "Absorbs 15% less oil", and "Helps in reducing family intake of nine litres Oil" were inadequately substantiated. It was concluded that these claims are misleading by exaggeration.

OTHERS:

1. **Bajoria Pvt Ltd Appliances Water (Kutchina Purifier):** The advertisement's claims, "Boosts immunity", "Advanced AO Anti-Oxidant technology that ensures anti-oxidant rich water" and "Kutchina purifiers guarantee 100% healthy water", were inadequately substantiated and are misleading by exaggeration
2. **Natraj Aatamaker:** The advertisement's claim, "India's No.1" was not substantiated with any verifiable comparative data of the advertiser's product and other competitor flourmill products or any third party validation to prove this claim. The Claim, "India's Most sold domestic flourmill", was not substantiated with verifiable comparative data with market sales data, volume and value share data, or any third party validation. These claims are misleading by exaggeration.
3. **Authoriseddealer.com:** The advertisement's claim, "World's first authorised dealer network" and "World's first and only exclusive network of 75000 + verified authorised dealers & manufacturers", were not substantiated with any verifiable world-wide comparative data of the advertiser being World's first network dealer with other network dealers. The claims are misleading by gross exaggeration.
4. **Sri Om perfumery – (Sri Om perfumery agarbatties):** The advertisement's claim, "India's No.1", was not substantiated with any verifiable comparative data of the advertiser's product and other competitor agarbatti products or any third party validation to prove this claim. The claim is misleading by exaggeration.
5. **Eurofobes Tech Pvt Water Ltd Water (Eurofobes Purifier):** The advertisement's claim, "India's 1st mineral added RO water purifiers with next generation technology" was not substantiated with any verifiable comparative data of the advertiser's product and other water purifiers or any third party validation to prove this claim. The Claim, "Purity in every drop", was not substantiated with technical data/test reports. These claims are also misleading by exaggeration.
6. **Milcent Appliances Pvt Ltd (Domestic Electric Flour Mill):** The advertisement's claims, "India's No. 1 domestic flour mill", and "India's No. 1 highest selling domestic flour mill", were not substantiated with verifiable comparative data of the advertiser's product and other manufacturers of flourmill products, or any third party validation to prove this claim. The claims are misleading by exaggeration.
7. **ETA General Private Limited (General Tropical Innovation Series AC):** The advertisement's claim, "The most powerful air conditioner", was not



substantiated with any verifiable comparative technical data/test reports of the advertiser's product and other air conditioners. The claim is misleading by exaggeration.

8. **MRF Ltd & MRF Tyres Services (T&S):** The advertisement's claim, "India's most preferred tyre brand", implies that this product is preferred over other tyre brands or it is the most preferred brand in the automobile tyres category for which the advertiser gave only assertions and did not provide any valid substantiation. This claim was not substantiated with verifiable comparative data / market survey data of the advertiser's product and other competitor products or through a third party validation, and is misleading by exaggeration.
9. **Franchise India Holdings Ltd – Businesssex.com:** The advertisement's claim, "World's largest real estate network", was not adequately substantiated. The claim is also misleading by exaggeration.
10. **Bosch Home Appliances (Bosch Washing Machine) Pvt Ltd:** The advertisement's claims, "Active Oxygen removes odour without washing with water" and "When you want more than just clean from washing", were inadequately substantiated. The claims are also misleading by ambiguity.
11. **One Mobikwik Systems Pvt Ltd (Mobikwik):** The advertisement's claim, "Save 100% on first bus booking on Mobikwik. Max Rs.750", was misleading by omission to mention that the offer is subject to terms and conditions.

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 coregulate 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).



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(Source: www.ascionline.org)

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HONESTY



DECENCY



RESPONSIBILITY



FAIRNESS

So you can trust advertising