

## Press Release

### ASCI UPHOLDS COMPLAINTS AGAINST 191 ADVERTISEMENTS OUT OF 269

**Mumbai, June 21, 2018:** In March 2018, ASCI's Consumer Complaints Council (CCC) upheld complaints against 191 advertisements out of the total of 269 advertisements that were evaluated by the CCC.

Out of the total 191 advertisements against which complaints were upheld, 114 belonged to the [healthcare sector](#), 24 to the [education sector](#), 35 to the [food & beverages category](#), seven to the [personal care](#) and 11 were from the ['others'](#) category. A total of 183 advertisements were picked up by ASCI's Suo Moto surveillance and objections against 165 advertisements were upheld. Of the 86 advertisements complained against by the general public or by industry members, complaints against 26 advertisements were upheld by the CCC.

Exaggeration of product efficacy was the number one reason for upholding complaints. The other reasons included exploiting consumers' lack of knowledge, providing facts and figures which were inadequately substantiated to support claims 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 featuring celebrities, the CCC observed that an advertisement for an innerwear brand featuring a popular superstar was found to misguide the consumers, by trying to get them to think that superstars in the film industry wear this brand. A celebrity was seen endorsing a cream to clear dark spots, whose efficacy was not substantiated and was misleading. Likewise, an advertisement featuring a celebrity promoting excessive consumption of a snacking product was considered to be in contravention of the ASCI Guidelines for celebrities in Advertising.

***"Grievances against brands from various segments have been upheld for not abiding by the Self-Regulation code and guidelines put forth by ASCI. It is ASCI's ongoing mission to maintain and enhance the public's confidence in advertising and ensure that consumers stay protected from misleading information in the advertisements."*** said Abanti Sankaranarayanan, Chairman, ASCI



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### **HEALTHCARE: - Total of 114 ads complained against**

- [Direct Complaints](#) (seven ads complained against)
- [Suo Moto Surveillance by ASCI](#) ( 107 ads complained against)

### **PERSONAL CARE: - Total of seven ads complained against**

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

### **FOOD AND BEVERAGES: - Total of 35 ads complained against**

- [Direct Complaints](#) (Four ads complained against)
- [Suo Moto Surveillance by ASCI](#) (31 ads complained against)

### **EDUCATION:- Total of 24 ads complained against**

- [Direct Complaints](#) (Three ads complained against)
- [Suo Moto Surveillance by ASCI](#) (21 ads complained against)

### **OTHERS:- Total of 11 ads complained against**

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

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## DIRECT COMPLAINTS

### HEALTHCARE:

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

- 1. Lifespan Wellness Pvt Ltd. (Lifespan Diabetes Clinic):** The advertisement's claim, "Can't get Diabetes under control? Get comprehensive solutions and treatments ....." implying cure for Diabetes, was not substantiated with supporting clinical evidence and is misleading by exaggeration and implication. The claims, "Most diabetics get only half the care they need, get the full care with expert dialectologist and comprehensive treatment at life span", and "70% of Lifespan patients successfully managed their high blood sugar by actively adhering to the full care R.I.S.C. based treatment", were not substantiated with supporting data and are misleading by exaggeration.
- 2. Dr. Dassan's Life Care Ayurvedic Herbal Treatment and Research Centre (Kidney):** The advertisement's claim (in Gujarati) as translated in English, "... treatment can prevent dialysis in kidney diseases", was not substantiated with authentic, credible scientific / clinical evidence. The claim, implying cure for kidney diseases, is 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.
- 3. Allen Healthcare Co. Ltd (Livოსin Ayurvedic liver and skin health capsule):** The advertisement's claim, "100% Herbal", was not substantiated with any evidence of the ingredients present in the product, and was misleading by exaggeration.
- 4. Allen Healthcare Co. Ltd (Livოსin DS herbal Liver Tonic):** The advertisement's claim, "Prevents alcohol induced liver disease", was not substantiated with clinical evidence of product efficacy, and is grossly misleading by implication that the product is good for alcoholics, thus misleading them to consume more alcohol. The advertisement also exploits consumers' lack of knowledge and is likely to lead to grave or widespread disappointment in the minds of consumers. The claim, "Sugar Free" was not substantiated with any evidence of the ingredients present in the product, and is misleading.
- 5. Super Science of Healing Methods (Dr. R.K Aggarwal):** The advertisement's claim, "Have you got Stones? Remove in 35 days without operation", was not substantiated with supporting clinical evidence, and is misleading by exaggeration and exploits consumers' lack of knowledge and is likely to lead to grave or widespread disappointment in the minds of consumers.

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6. **Detoxicate herbal powder:** The advertisement's claim, "Cure Deafness" was considered to be, prima facie, in violation of The Drugs & Magic Remedies Act.
7. **RajVaidya Shital Prasad & Sons (Rasayan Vati):** The advertisement's claim, "100% natural" was not substantiated.

### PERSONAL CARE:-

1. **L'Oreal India Private Ltd:** In this advertisement, celebrity Alia Bhatt is seen endorsing 'New Garnier Light Serum Complete Cream' wherein two of her friends in this advertisement have dark spots and dark skin and Alia Bhatt promises them that if they will use this Garnier serum cream, it will vanish in one week's time. Next in the advertisement we see Alia and her friends in all glamour and fair skin at a premiere. The advertisement's claim, "With new Garnier Light Complete ... de three tones lighter skin sirf ek week mein", was not substantiated, and is misleading by exaggeration.
2. **Hindustan Unilever Limited - Pure Derm Anti Dandruff Shampoo:** The advertisement's claim, "Dandruff Jayega Aur Waapas Nahin Aayega" is an absolute claim and was not adequately substantiated. Regardless of the statement "Purify your scalp everyday" the claim was misleading by exaggeration. Furthermore, the claim, "'10/10 derms recommend Pure Derm", was not substantiated and was misleading by ambiguity and implication that all dermatologists recommend the advertised product over other anti-dandruff products in the market.
3. **Procter & Gamble Home Products Private Limited - Pampers:** The advertisement's claim "Pampers No. 1 Choice of Doctors", in absence of a qualifier to mention the source and conditions of the survey, is misleading by ambiguity and omission.
4. **Wipro Enterprises Pvt Ltd (Santoor Handwash):** The advertisement's claims, (in Gujarati) as translated in English, "Santoor Handwash is made from Tulsi and Sandalwood", and "Tulsi keeps your hands germ-free, while Sandalwood keeps them smooth", were not substantiated and are misleading by ambiguity and implication.
5. **R & R Salons Private Ltd (YLG Institute Salon Pro Slogro):** The advertisement's claims, "World's first skin care solution that slows regrowth of body hair to keep that just-waxed look for longer" and "World's first range of products with Deplif active system that retards hair regrowth and gives freedom from body hair for longer", were neither adequately substantiated with any verifiable comparative data nor the advertiser's products were established to be the "World's first" range of products for hair growth retardation. The claims are misleading by gross exaggeration. The claim "With the use of Slogro products, body hair is reduced, weakened and delayed in growth, making it easy and painless to remove during the next waxing session now enjoy more hair-free days" was inadequately substantiated. For the claim "The fast absorbing formulation moisturizes, nourishes and lightens your skin, leaving it softer and smoother", while the claim related to fast absorbing

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formula, moisturization and softness or smoothness of skin were not considered to be objectionable, the claim of “lightens your skin” was inadequately substantiated and is misleading.

## FOOD AND BEVERAGES:-

- 1. Guiltfree Industries Limited (Too Yumm):** In the advertisement, cricketer Virat Kohli is seen munching on Too Yumm all through the commercial. Two men are shown eating vegetables whereas the cricketer is munching on the product. In the end he says, “Kyunki TOO YUMM sirf tasty nahi, it is filled with goodness. It’s not fried, it’s baked”. The claim “It is baked, it is not fried” holds for only three variants; However, the TVC showed nine product variants. The claim was therefore considered inadequately substantiated and misleading by ambiguity, implication and exaggeration. The advertisement’s claim, “Eat Lot and Fikar Not” and “Eat anytime anywhere, as much”, showing overindulgence of the product in the TVC and with other cues such as “binging”/“khaaye thoos thoos”, was misleading by implication and exaggeration that the advertised product would not have any negative effect despite excessive consumption. There was also a stark contradiction between the Claim, “Eat Lot and Fikar Not” and the disclaimer quoting “We promote responsible indulgence as a part of dietary requirement”. The visual of the celebrity when seen in conjunction with the claims are likely to mislead consumers regarding the product characteristics.
- 2. Tata Chemical Ltd (Tata Salt):** The advertisement’s claim, “No Added Chemicals”, was misleading and contradictory to the disclaimer mentioned in the advertisement.
- 3. GlaxoSmithKline Consumer Healthcare Limited - Horlicks Protein Plus:** The advertisement’s claim, “3X more protein” is misleading by ambiguity and implication that the protein content is higher than that of Protinex – a leading product drink currently present in a tin format.
- 4. Chemical Resources (Fenfuro):** The advertisement’s claims, “Recently married and planning to have a baby! Check your blood glucose levels as high glucose levels travel to next generation”, Safe and Effective as per clinical data available on 254 subjects”, and “Further Study on 200 subjects at AIIMS is under evaluation”, were not substantiated with clinical evidence for product efficacy and are misleading by gross exaggeration and implication. The advertisement also creates a fear in the consumer’s mind and exploits consumers’ lack of knowledge and is likely to lead to grave or widespread disappointment in the minds of consumers.

## EDUCATION:-

The CCC found following claims in the advertisements by three advertisers not substantiated and thus, violating ASCI Guidelines for Advertising for Educational Institutions.

- 1. IMS Learning Resources P. Ltd:** The advertisement’s claim, “Rutuja Mahohar GMAT 730”, was grossly misleading by implicating that the student had taken GMAT classes and by misusing the complainant’s name. The advertisement in the promotional material and the advertisement in the brochure, both contravened Guidelines for Advertising of Educational Institutions and Programmes



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- 2. Allnine Overseas Education:** The advertisement's claim, "Seven Band guaranteed achieving", was not substantiated. The claim, "Highest Visa Success Ratio", was not substantiated with verifiable supporting data of the advertiser's institute versus other similar institutes offering visa assistance, and is misleading by exaggeration and implication.
- 3. Great Lakes Institute of Management (Great learning):** The advertisement's claims, "Get certified in business analytics with personalized mentorship" and "Learn from World class faculty", were inadequately substantiated. The claims are misleading by ambiguity, exaggeration and exploit consumers' lack of knowledge and are likely to lead to grave or widespread disappointment in the minds of consumers.

### OTHERS:-

- 1. Polycab Wires Pvt Ltd (Polycab Cables & Wires):** The advertisement's claim of power saving ("Polycab Wires lagao aur bijli bachao",) was not substantiated and is misleading by implication. In the advertisement, celebrity Paresh Raval is seen convincing his neighbour to use Polycab wires to save electricity which was misleading and not justified. Moreover, in view of the CCC, a small saving, if any, is being projected as a significant saving.
- 2. HDFC Standard Life Insurance Company Ltd (HDFC life):** The advertisement's claim, "Poor Air Quality can lead to Cancer", is misleading by exaggeration. The advertisement uses the word "can" which is a more definitive term than the word "may", thereby 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.
- 3. Lux Industries Limited (Lux Venus):** In the advertisement, Mr. Amitabh Bachchan (celebrity) portrays the character of a barber saying that all superstars are wearing Lux Venus vest ("Yeh jitne superstar log hain na yeh sab yahi no pahan lete hain....hum hoon pehnat hai yeh dekho...").
- 4. Oppo Mobile (Oppo F5):** Oppo advertisement shown as an article in Times of India app was misleading by omission to mention that it is an advertisement.
- 5. MRF Ltd (MRF Nylogrip Plus):** The advertisement's claims,(in Hindi) "Pura India yeh manta hai, sabse zyada yehi chalta hai", (in Marathi) "Sampoorn India hey manto, sarvath jaasth haach chalto", implying that MRF Nylogrip tyres are long lasting and the largest selling tyres in the country, which was not substantiated with verifiable comparative data or with market survey data. The claim is misleading by implication and gross exaggeration
- 6. Eastern Media Limited (Kanak News):** The advertiser claiming their channel – Kanak News to be "No. 1 Odia News Digital Platform", was inadequately substantiated and is misleading by exaggeration.
- 7. Nagpur Metro Rail Corporation Limited:** The advertisement's claim, Nagpur metro – "The Greenest Metro in the world", was not substantiated and is misleading by gross exaggeration.



## 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 183 advertisements that were picked up, 165 advertisements were considered to be misleading. Of the total 165 advertisements, 107 advertisements belonged to Healthcare, 21 belonged to the Education category, 31 belonged to Food & Beverage category, two belonged to Personal Care category and four belonged to 'Others' category.

### HEALTHCARE:

- 1. GlaxoSmithKline Consumer Healthcare Ltd (Crocin 650):** The advertisement's claim, "Its fast release formula starts working in just five minutes", was not substantiated with evidence of product efficacy within five minutes. The claim exploits consumers' lack of knowledge.
- 2. Kolors Health Care India Pvt Ltd (Kolors Slimming & Beauty):** The advertisement's claims, "Reduce up to six inches within short period (stomach, sides, thighs, hips) without exercise, pills, side effects and without surgery", "Removes stretch marks", were not substantiated. The claims and efficacy being depicted via visuals of before and after the treatment 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.
- 3. Nova IVI Fertility:** The advertisement claiming to be India's No.1 Fertility Chain via disclaimer that it was "based on an award received", was misleading by ambiguity and omission to mention the source and date of the award.
- 4. Karan Hospital:** The advertisement's claim, "First in north India to have successfully cured piles, fistula, varicose veins by laser and durbin", was not substantiated with any verifiable comparative data of the advertiser's hospital being the first in north India to have successfully cured piles, fistula, varicose veins by laser and durbin, or through a third party validation. The claim is misleading by exaggeration.
- 5. Pravek Kalp Pvt Ltd (Pravek-T):** The advertisement's claim, "Sharir ko rog mukt rakhne ki shamtha dete hain" ("Has the ability to keep the body disease free"), was inadequately substantiated and is misleading by gross exaggeration and exploits consumers' lack of knowledge.
- 6. Chahal Clinic:** The advertisement's claims, "Grow new natural hair from the roots through treatment without surgery", and "Makes hair black", were not substantiated with supporting clinical evidence and with treatment efficacy data, and are misleading by exaggeration.



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7. **Lumen Clinic:** The advertisement's claims, "Get Permanent Fairness" and "Fat Loss Treatment", were not substantiated with supporting clinical evidence, and with treatment efficacy data, and are misleading by exaggeration. The efficacy being depicted via images of before and after the treatment is misleading. The "before" image of the model's face shown in the advertisement (indicating the expressions before product use) was portrayed as unhappy and is misleading.
8. **Mohak Bariatrics & Robotics:** The advertisement's claims, "Get freedom from obesity", and "Patient will never regain lost weight again", were not substantiated with supporting clinical evidence, and with treatment efficacy data, and are misleading by exaggeration.
9. **Abhay Ayurvedic Pharmacy – Medari Range of Products:** The advertisement's claim, "To manage/control extra fat and to reduce stomach / weight – use Abhay Medari", was not substantiated with evidence of product efficacy, and is misleading by exaggeration. The claim, "Government of India, Ministry of Ayush under leading Ayurvedic research institute – CCRAS developed by Ayush 82", was not substantiated with supporting data, and is misleading by implication that Ministry of AYUSH has approved the product efficacy / claims made in the advertisement.
10. **Herbal Ayurveda (Herbal Gain Tablet):** The advertisement's claims, "Ayurvedic product- increases weight in just 45 days", "For all Age groups", and "See the difference in just 10 days", were not substantiated with product efficacy data, and are misleading by exaggeration.
11. **Naturoveda India Pvt. Ltd. (Naturoveda Health World):** The advertisement's claims - Certain complications such as sexual inadequacies, general weakness, etc. can be addressed through Naturoveda's treatment, diseases arising from both types of Diabetes can be rectified/cured, were misleading.

**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 AYUSH:-**

Sr No	Brand/Product	Claims
1	Ashok Clinic	Get back your sex life
2	Nurture Health Care	Increase timing and excitement
3	Nurture Health Care/ Ayurex-S Capsule	For the extra pleasure and the magic of intimacy
4	Ganga Ayurvedic Clinic	Make penis long, thick and hard by using desi formula
5	Ipsa Labs Pvt Ltd / Khel Range of Products	Khel ....na hone de fail
6	Ipsa Labs Pvt Ltd / Khel Range of Products	Ab aega maza ....khel se



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7	Positive Homeopathy	Get rid from diabetes problem
8	Positive Homeopathy	Permanent relief from diabetes
9	Juneja Ayurveda / Powertone Joshila	Sex Problems? Don't hesitate, money back guarantee. Increases love and gives feeling of masculinity
10	Dr. Balaji Ayurvedi c/ Luko Kit	Permanent cure for white spots (vitiligo) with "lukokit"
11	Luna Pharma / Jambola Liquid	The advertisement claims cure for kidney problems
12	SBS Biotech / More Power Capsules	Trusted medicine since 10 years for stayed development I have had complete physical growth, after taking two capsules in the morning and evening, only for two and a half months I took two Ayurvedic capsules More power in the morning and evening regularly for 3 months and it solved my problem of physical growth
13	Flipbald / Flipbald Health & Wellness Products	Complete treatment of serious sex problems is possible with flipbald's modern and Vedic method 100% permanent treatment or get money back. Successful treatment for Rs 7500/-
14	Makewell Pharmaceuticals / Speed Height Capsule	Speed Height Capsule: Visual shows increase in stature of a person
15	Sun Ayurveda / Surya Amrit Jivan	Grows small, thin, sloppy penis 7-8 inches bigger, thick, hard and increases sex time upto 30-40 minutes Eradicate impotence, infertility
16	Flipbald / Flipbald Health & Wellness Products	Treatment of white spot is possible through flipbald's modern and natural treatment End of disease from the roots
17	Amar Dawakhana	Get masculine strength by consuming amar course Satisfied treatment through formula prepared by old ayurvedic herbs for lack of timing in sex, weakness in any age, wet dreams.
18	Nurture Health Care / AyurexNdx	Increase timing & self confidence
19	Chandan Clinic	Sex problems – End of sexual impotence
20	Divya Upchar Sansthan	Reduce obesity permanently



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		Freedom from all types of operation, Cancer & heart disease Kidney patient saved from dialysis
21	Dr. Dassans Ayurvedic Centre / Dr Dassans Ayur Neuro Treat & Res Centre	One more paralyzed patient is saved Patient whose legs, forearms, hand and tongue was not working one year ago, is cured by Dr. Dassan's treatment
22	Ganga Clinic	An Ayurvedic cream and capsule for making penis lengthy and thick and to increase sex timing
23	Ganga Clinic	Make penis very long-thick and hard Get rid of all types of sex problems 50-60 minutes sex time
24	Gurukrupa Ayurvedic Rugnalay	Guaranteed treatment of chronic and incurable diseases – diabetes, kidney stone, impotence, heart disease
25	Kavish Range Of Products	Get sexual pleasure every night with kavish vati Loose penis can be eradicated from roots with kavish permanent cream
26	Krushna Polyclinic	Remove obesity through pure Ayurvedic guaranteed treatment
27	Lifezen Healthcare Pvt Ltd / Musli Zen	Effective solution for disappointed couples
28	Naturoveda India Pvt Ltd / Naturoveda Health World	Is your married life happy? Naturoveda Health World's treatment based on the unique combination of Fundamentals of Ayurveda, Potentized Unani and Therapeutic Yoga has proved to be effective. Several couples have got freedom from their sexual problems and are leading a happy married life.
29	Gaharwar Pharma Products Pvt Ltd / PV Tone Range Of Products	Ayurvedic formula for vim & vigour Instant pleasure
30	Juneja Ayurveda / Power Tone Joshila	Get vigour of 25 at the age of 55, increases love and gives feeling of masculinity
31	Praveen Surana Deaf Cure Centre	Cure your deafness and improve your hearing loss Deafness due to birth/ ageing/ side effects of medicine, hole in ear drum, pus, tinnitus, vass and tamra are cured accurately
32	Roshan Clinic	Ayurvedic treatment for masculine weakness, wet dreams



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33	Roy Clinic	Consult for complete and permanent treatment of men/women venereal / sexual diseases
34	Kaalan Drugs & Remedies / Sakthi Malt	Source for men's strength Gives power and strength to the veins and nerves which are a source to men's strength in a married life Make sexual life more powerful by increasing sexual abilities and stimulating sexual capacity
35	Surya Homoeo Clinic	Permanent treatment of impotence, premature ejaculation, wet dreams, discharge and white spots, stones
36	Shankar Pharmacy / Ulset Plus	Creates coating on stomach layers and protects from ulcers It prevents ulcers by curing at early stage
37	Vedamar ogya Ayurveda Multi-Specialty Hospital	Get rid of diseases– obesity, diabetes problems, arthritis
38	Olefa Biopharma Ltd / Votif Range Of Products	Lack of sexual desire An Ayurvedic medicine with extremely strong, fast, effective and permanent treatment that ordinary person can also consume to bring more pleasure in married life
39	Aagam Yoga & Aerobics / Arogyam Yog Kendra	Successful treatment of diseases like obesity, diabetes, asthma, arthritis
40	Ayurved Amrutam	Successful treatment of arthritis for patients disappointed by other medical methods
41	Dr Dassans Ayurvedic Centre / Dr Dassans Re Renal	Kidney patient saved from dialysis
42	Dr Dassans Ayurvedic Centre / Dr Dassans Self On	One More paralyzed patient is saved. He is completely fine post 4 months of treatment
43	Kalan Pharmaceuticals / Kalan Range Of Products	Effective cure Shakthimart – the source for strong male power Improves genital power by strengthening genitals and thus in turn strengthening sexual activity
44	Ipsa Labs Pvt Ltd / Khel Range of Products	“ Khel Se Jeet Apki”
45	Ipsa Labs Pvt Ltd / Khel Range of Products	“Khel.....Khelo Magar Pyaar se”
46	Ipsa Labs Pvt Ltd /	“Khel.....Khelo Ji Bhar Ke”



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	Khel Range of Products	
47	Medikom Healthcare and Ayurvedic Centre	Afraid of marriage - Get vigour/energy after or before marriage which will blow your partner's mind Bring strength and vigour into limbs
48	Prakruti Ayur Health Resort / Prakruti Jiyo Fresh Range Of Products	Prakruti Jiyo Fresh – Your marital life will overflow with joy because of anukul tablet and oil
49	Rana Dispensary	Sex problems - Solution of every type of venereal diseases through Ayurveda and unani
50	Kavish Range of Products/ Kavish Majun	Get back your lost vigour forever with Kavish Majun
51	Kavish Range of Products/ Kavish Vati/ Kavish Majun/Kavish Vati	Give your partner something special Freedom from sexual weakness forever
52	Ravi Clinic	Successful treatment of diseases like kidney stone, arthritis
53	S B Ayurvedic Speciality	Using Vaajekarana medicines will cure sexual problems and infertility problems in males permanently
54	Shree Satya Educational Trust / Sri Satya Ayurvedic Medical College & Hospital	Successful treatment of kidney diseases
55	Dhanvantri Pharmaceutical / Swarna Madhu	Get rid of lack of sexual power and azoospermia
56	Shree Maruti Herbal / Height Grow Range Of Products	Height grow helps for natural growth
57	Shree Maruti Herbal / Hi Grow	Height grow helps for natural growth
58	Shree Maruti Herbal / Height Grow	Height grow helps for natural growth
59	Dolphin Labs/ Anaconda Range of Products	“Come closer to your partner ”
60	Anmol Ayur Clinic	Get rid of all sexual problems, venereal diseases, childlessness
61	Nurture Health Care / Ayurex-Ndx	“Do not be disappointed, there is still hope”
62	Nurture Health Care / Ayurex-S Capsule	Leave such impression on your partner’s heart and mind that they always admire you
63	D S Research	Now no fear of death with Cancer



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	Centre	Where the man has won over Cancer and achieved victory
64	Dr. Mahendra Rana Arogya Sansthan	Ayurvedic treatment through Panchakarma provides successful, safe and permanent treatment for white spots and arthritis
65	Arogyam Ayurvedic Hospital	Gatiya aur jodo k dard se paya chutkara Gatiya aur jodo ke dard ka paka illaj
66	Dr. Meetwar Homeopathy	Complete & permanent recovery of incurable diseases such as: Leucoderma, Blood Cancer, Diabetes, Sterility, Tumors, Stones, Epilepsy
67	IPSA Labs Pvt Ltd / Khel Range Of Products	Khel ...Khelo hak se
68	IPSA Labs Pvt Ltd / Khel Range Of Products	Khel ...Khelo Qayamat tak
69	Gaharwar Pharma Products Pvt Ltd./ P V Tone Range Of Products	All men can spend a joyful and pleasant life with this
70	Shahwar Dispensary	Dr. Shahwar's treatment will change your unsuccessful married life to successful one  Successful treatment for venereal diseases
71	Luna Pharma / Stonecure Kit	Stonecure Kit - Get rid of kidney stones by one-month course
72	Nurture HealthCare / Ayurex-S Capsule	With Ayurex S you will never disappoint your partner Impress your partner in such a way that they always admire you
73	Ayurmed Herbs & Pharmaceuticals/ Ayurmed  Herbs & Pharma Range Of Products	AJMODH RAS – It prevents Cancer, Stone formation, Diabetes, Kidney problem
74	Arogiya Clinic	All kinds of diseases will be cured- Kidney stones & Gall bladder stones are removed within 3 - 6 months without surgery
75	Chetan Clinic	To increase sex timing. Permanent treatment for night fall, discharge, premature ejaculation, impotency

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76	Dr. Asma Herbal / Commando Range of Products	very popular among men Use Commando oil with commando capsules
77	Dr. Dassans Ayurvedic Centre/ Dr Dassans Ayur Neuro	Paralysed patient is saved from disability The patient (testimonial -Soam Dutt) whose legs, forearms, and tongue were not working, has been cured with Dr. Dassan's treatment
78	Dextrix Solutions LLP/ Healthy Life	HEALTHY LIFE – “Now He/she loves you one more time” Gives instant power to your penis and also gives longer duration which will satisfy your partner
79	Only Ayurved / Heart Re- Booster	Regular consumption protects you from heart failure, heart attack, angina and heart related problems and stroke as well
80	Herbal No. 1 Range of Products	To eradicate masculine weakness due to old mistakes, removes loose nerves and gives tremendous masculine strength”
81	Juneja Ayurveda	Get vigour of 25 at the age of 55 Your partner will admire you
82	Gaharwar Pharma Products Pvt Ltd / P V Tone Range Of Products	For Men only Every man can lead satisfied and happy life
83	Gaharwar Pharma Products Pvt Ltd./ P V Tone Range of Products	To get instant pleasure
84	Raja Dawakhana	Guaranteed treatment of discharge, wet dreams, nil sperms, length and thickness, premature ejaculation
85	Sablok Pharmacy	Sexual Problems - Get back lost strength / stamina
86	Anant Ayurvedic Clinic	Permanent treatment of venereal diseases and impotency
87	Dr. Dhillons Clinic	Successful treatment of venereal diseases, masculine weakness, premature ejaculation, discharge, lack of sperm and diabetes, its related problems since 44 years
88	Gaharwar Pharma Products Pvt Ltd./ PV Tone Range Of Products	Power & Vitality
89	Gaharwar Pharma Products	P.V tone oil and capsule is an amazing formula



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	Pvt Ltd./ P V Tone Range Of Products	
90	Sahar S.S. Oil and Powder	S.S Oil & Powder- “To develop organ” – tried by thousands
91	Mard Extra Time Vati	Increases sex time Useful for premature ejaculation. The claims imply that the product is meant for enhancement of sexual pleasure
92	Shivam Homeo Clinic	Successful treatment of venereal diseases
93	S D Industries / Zosh Range of Products	Where there is Zosh there is happiness
94	Soliel International Healthcare Products / BT-36	Gives beautiful thinking and self confidence A body toner capsule and cream
95	Dr. Dassans Ayurvedic Centre/ Dr Dassans Re Renal	Kidney patient saved from dialysis
96	Shree Maruti Herbal / Stay On Power Capsule	Love will be seen

## FOOD & BEVERAGE:-

- GrassRoot Nutrition Pvt Ltd (NutriValue Aloera):** The advertisement’s claim, “I started taking Nutrivalue’s aloe vera juice called as Aloera and within a month my energy was back. I have been taking this regularly since then and have had no health issues”, were not substantiated with evidence of product efficacy and are misleading by gross exaggeration and implication that heart conditions requiring angiography can be cured with this product. The claim exploits consumers’ lack of knowledge and is likely to lead to grave or widespread disappointment in the minds of consumers.
- Surya Poultry Farms Pvt Ltd. (Surya Organic Chicken):** The advertisement’s claim, “Organic Chicken”, was not substantiated and is misleading by exaggeration.
- Uniwaves (Uniwaves Vitamin Water):** The advertisement’s claims, “Vitamin B12 water with Alkaline nutrient water”, “Has more than 72 types of health benefits”, “Immune health, beneficial to heart, anti-ageing potential, strengthens bones, boosts energy, stimulates memory, blood formation, controls stress, nourishes DNA, enhances reproductive health”, were inadequately substantiated with any clinical evidence of product efficacy and are misleading by exaggeration, and exploit consumers’ lack of knowledge.

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- 4. Flipbald Health and Wellness – Flipbald Natural Booster and Natural Protein Capsules:** The advertisement’s claim (in Hindi) as translated into English, “Increases weight with Guarantee”, accompanied by the FSSAI logo was not substantiated with evidence of product efficacy, and is misleading by exaggeration and implication that FSSAI has approved the product efficacy / claims made in the advertisement. The efficacy being depicted via visual of before and after the treatment is misleading by gross exaggeration.
- 5. Flipbald Health and Wellness (Flipbald De-addiction Powder):** The advertisement’s claim, “Say goodbye to addiction permanently,” along with misuse of the FSSAI logo is misleading by exaggeration and implication that the FSSAI has approved the product efficacy / claims made in the advertisement, and exploits the consumers’ lack of knowledge.
- 6. Flipbald Health And Wellness (Flipbald Green Coffee Beans and Forume Oil):** The advertisement’s claims, “Most powerful fat burner”, “Increases the basal metabolic rate BMR of our body which minimizes excessive release of glucose from the liver into blood” and “Helps to reduce cellulites or stable fat smoothly and increases progressive weight loss”, 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 exploits consumers’ lack of knowledge. The efficacies being depicted via visuals of before and after the treatment are misleading by gross exaggeration.
- 7. Flipbald Health and Wellness (Flipbald Green Coffee Beans and Forume Oil):** The advertisement’s claims (in Hindi) as translated into English, “..... tried everything including medicines, home remedies, Diet and Exercise but nothing worked. Only taking Flipbald Green Coffee bean the weight was reduced .....", “loss of 23 kilograms in a month easily”, and “Effective, natural and safe method to reduce weight, reduces cellulitis, reduces stubborn fat”, 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 the person, with efficacy being depicted via visuals of before and after the treatment are misleading by gross exaggeration, and exploit consumers’ lack of knowledge.
- 8. Flipbald Health & Wellness (Flipbald Sexual Problems):** The advertisement’s claim (in Hindi) as translated into English, “Treatment of sex problems is possible through Flipbald's Modern and Vedic method”, accompanied by the FSSAI logo was not substantiated with clinical evidence of treatment/product efficacy, and is misleading by exaggeration and implication that the FSSAI has approved the treatment/product efficacy / claims made in the advertisement. The advertisement exploits consumers’ lack of knowledge. The claim, “Gives 100% treatment or get money back”, was not substantiated with supporting evidence of the customers who were refunded the money, if they were not given 100% treatment.
- 9. Flipbald Health and Wellness Product (Flipbald De-addiction Powder):** The advertisement’s claims (in Hindi) as translated into English, “quit intoxication”, and “It balances the Dopamine level and gives riddance from every type of addiction”, 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 advertisement exploits consumers’ lack of knowledge.

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- 10. Flipbald Health and Wellness Product (Flipbald De-addiction Powder):** The advertisement's claims that the "Patient got riddance from 15 years of addiction", and "Completely natural and safe method", which are grossly misleading and exploit consumers' lack of knowledge. These claims 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.
- 11. Flipbald Health and Wellness Product (Flipbald De-addiction Powder):** The advertisement's claims that the "Patients got riddance from chronic intoxication", "No side effects such as dizziness or vomiting", and "This Ayurvedic formula is made by thousand year old method which gives freedom in short time from alcohol, drug, tobacco", which are grossly misleading. The claims 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.
- 12. UNSP-Packaged Rice (Doctor Rice):** The advertisement's claim, as translated into English, "This rice does not increase diabetes", was not substantiated with evidence of product efficacy. The claim, "Sugar Free Rice", was not substantiated with any evidence of the ingredients present in the product. The claims are misleading by exaggeration.
- 13. Kwality Limited (Kwality Milk):** The advertisement's claim, "Milk with protein ki Shakti" creates an impression that Kwality milk has some fortification or added protein than milk from other sources which lack power of protein. The claim is misleading by ambiguity and implication and exploits the consumers' lack of knowledge.
- 14. Simbhaoli Sugars Ltd - Trust Range of Products (G – Low Sugar):** The advertisement's claims, "Low GI sugar with 100% natural sugarcane extracts" and "it helps keep blood sugar stable", were inadequately substantiated. The claims are misleading by ambiguity, implication and exaggeration and exploit consumers' lack of knowledge.
- 15. Cargill India Pvt Ltd (Leonardo Olive Oil):** The advertisement's claim, "Makes you feel light", was inadequately substantiated. The claim is misleading by ambiguity and implication and exploits consumers' lack of knowledge.
- 16. Cargill India Pvt Ltd (Leonardo Olive Oil):** The advertisement's claim, "Leonardo Cook Oil makes deep fried food healthier", is misleading by ambiguity and implication. The subject matter of comparison was chosen in such a way as to confer an artificial advantage upon the advertiser. There is likelihood of the consumer being misled as a result of the comparison.
- 17. Vimal Oil Food Ltd (Vimal Edible Oil):** The advertisement's claims, "The highest nutrient value" and "Only Vimal cooking oil is made of nutrition retention technology", were not substantiated with comparative technical data or third party test reports, and are misleading by gross exaggeration.

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- 18. Shradha Ashram – (Shradha Ashram Herbal Tea):** The advertisement’s claim, “Protect from depression, ageing process and fear of diseases”, was not substantiated with clinical evidence of product efficacy, and is misleading by gross exaggeration, and exploits consumers’ lack of knowledge.
- 19. Adani Wilmar Ltd (Fortune Besan):** The advertisement’s claim, “India’s most admired brand”, was not substantiated and it is misleading by ambiguity and omission.
- 20. World Champion (Sai Keshari Sattu):** The advertisement’s claim, “No. 1”, was not substantiated with verifiable comparative data of the advertiser’s product and other competitive products, or any third party validation to prove this claim. The claim is misleading by exaggeration.
- 21. Tower Walnuts Dry Fruits (Tower Walnuts):** The advertisement’s claims, “Lowers risk of Cancer”, “Health benefits of Tower Walnuts”, “Helps lose weight”, “Helps sleep well”, and “Helps improve and prevent diabetes” are misleading by ambiguity and implication, and exploit consumers’ lack of knowledge.
- 22. Good Times Ventures India (Just Drink Herbal Energy Drink):** The advertisement’s claim, “Source of rich minerals”, was not substantiated with supporting data and is misleading by exaggeration.
- 23. TeaOX:** The advertisement’s claim, “Prevents Cancer”, was considered to be a medicinal / therapeutic claim and was not substantiated for the advertised product. Hence, the claim is misleading by gross exaggeration and exploits the consumers’ lack of knowledge.
- 24. Nandi Agro Initiative Pvt Ltd (Nandi Atta Range):** The advertisement’s claims, “Magnesium that controls blood sugar”, “Thiamine that prevents Cancer”, and “Sodium that keeps weight in control”, were considered to be therapeutic claims and were not substantiated for the advertised product. The claims are misleading by gross exaggeration and exploit consumers’ lack of knowledge.
- 25. Malabar Food Products (Fruitomans Squash):** The advertisement’s claims, “Helpful in preventing heart diseases, blood pressure, joint pains, breast cancer and gland cancer” and “Control cancer, heart disease, diabetes, asthma, joint pains etc.”, were not substantiated. The claims are misleading by implication and exploit the consumers’ lack of knowledge.
- 26. Cremica Food Industries (Cremica Mixed Fruit Jam):** The advertisement’s claim, “Ranked No.1 - Ranked by Consumer Voice”, was not substantiated with supporting data, and is misleading by ambiguity and omission of the category in which it is ranked No. 1.
- 27. Bhaskar Venkatesh Products Pvt Ltd (Bhaskar Salt):** The advertisement’s claim, “India’s First Salt that Enhances Taste”, was not substantiated with verifiable comparative data of the advertiser’s product and other competitive products, or any third party validation to prove this claim. The claim is misleading by exaggeration.
- 28. Nutricane Beverages Pvt Ltd (OMG Ginger Groove Sugarcane Juice):** The advertisement’s claims, “No Added Sugar”, and “Low on calories” are misleading by ambiguity and implication.



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- 29. Sanzyme Ltd (Nutrus Green Coffee):** The advertisement's claim, "Original probiotic green coffee", was not substantiated with supporting data and is misleading by exaggeration.
- 30. INVENTZ Lifesciences Private Limited (Heads Up Tablet):** The advertisement's claim, "Avoid further hair fall and greying", was not substantiated with product efficacy data and is misleading by exaggeration.
- 31. Pernod Ricard India P. Ltd (Chivas Studio - Win the right way Music CD):** The advertisement's claim "The film signs off with Chivas Studio "Win the right way" is a surrogate advertisement for the promotion of a liquor product – Chivas Regal and is misleading by implication.

### EDUCATION:-

**Complaints against advertisements of 21 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**

Creative Skill Development, Gurukul Institute of Engineering and Technology, Alhind Academy, Antica Maritime Academy, Institute Of Fire Engineering and Safety Management (NIFS), National Small Industries Corporation Limited, National Small Industries Corporation Limited, Network Bull Technologies, Flamingo Air Academy, Flying Cats, Sangam University, Zet Airlink, Aspirant, National Institute of Financial Markets, Indian Institute Office of Management (IIOM), Institute of Design & Technology, Jumbo Jet Aviation Academy, Hindustan Soft Education Ltd – Oxford Software Institute, Parmanand Institute of Fire Engineering, Institute of Fire Engineering and Safety Management (NIFS) and Bicard Computer Education

### PERSONAL CARE:-

- 1. Laiva Hair Oil:** The advertisement's claims, (in Hindi) as translated into English, "Thick black strong hair within 20 days, stops hair fall", were not substantiated with product efficacy data and are misleading by gross exaggeration.
- 2. Chandra Brothers Medi-Med Pvt Ltd (Chandraboti Fairness Moisturiser):** The advertisement's claim (in Bengali) as translated into English, "Makes skin fairer", was not substantiated with product efficacy data and is misleading by exaggeration.

### OTHERS:-



# Press Release

- 1. Samsung Galaxy Note 8:** The advertisement's claim, "Best Camera Phone", which was clearly attributed to a review by Hindustan Times, was false, misleading and exploits consumers' lack of knowledge and is likely to lead to grave or widespread disappointment in the minds of consumers.
- 2. Shri Balaji Incense Industries (Balaji Madhu Kunj 100):** The advertisement's claim, "No. 1 Agarbatti", 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 and implication.
- 3. Confident Group (Confident Aquila):** The advertisement's claim, "The best housing brand in Kerala", was not substantiated with any verifiable comparative data of the advertiser's housing brand and similar housing brands in Kerala to prove that it is better than the rest, or through an independent third party validation. The claim is misleading by exaggeration and implication.
- 4. Reckitt Benckiser Pvt Ltd -India (Mortein):** The advertisement's claim, "100% Faster Dengue Protection", was inadequately substantiated and is misleading by ambiguity and implication.

## **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](http://www.ascionline.org))

### **For further information, please contact:**

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