

ASCI bags two awards and a special mention at the ICAS Awards 2021

Mumbai, 16th June 2021: The Advertising Standards Council of India (ASCI) has won two International Council for Advertising Self-Regulation (ICAS) awards, one each for the 'Best Awareness Raising Initiative' and in the 'Special Category'. It also got a special mention in the 'Best Sectoral Initiative' category. The awards it won were:

- **Best Awareness-Raising Initiative:** For the impactful ASCI Aston scroll that ran on all TV channels and was supported by the Ministry of Information and Broadcasting, which achieved exceptional reach and maximised awareness about the self-regulating organisation
- **Special Prize:** For expansion of ASCI's suo motu monitoring of misleading claims in ads across 3,000 digital platforms
- **Special Mention, Best Sectoral Initiative:** For the guidelines for advertisements about online gaming involving real money winnings, again supported by the Ministry of Information & Broadcasting.

There were a total of four award categories. This global recognition is a validation of ASCI's self-regulation practices, which ensure the inclusion and interests of all stakeholders.

To magnify its awareness amongst consumers and to encourage them to call out misleading advertising claims, ASCI launched the Aston scroll that ran across several TV channels. This significantly raised awareness about ASCI and more consumers started to reach out to ASCI. ASCI now monitors 80% of India's advertising spends through suo motu tracking, with its coverage of 3000 digital platforms, in addition to its vast TV and print coverage. It may be recalled that recently as part of the Influencer Guidelines, ASCI also plans to deploy an AI based technology to monitor influencer advertising.

The awards are a significant recognition for ASCI, and its increasing importance on the global stage. The global recognition for India's advertising self-regulation underscores its effectiveness in keeping advertising honest and truthful, and protecting the rights of consumers.

Recently, ASCI General Secretary Manisha Kapoor was also appointed as a Vice President of the executive committee of ICAS. With the Indian advertising industry evolving fast and digitalisation boosting growth, the appointment adds value and will create new perspectives for the advertising industry.

"We are delighted to receive the recognition; it's a proud moment for ASCI. This is a validation of self-regulation for the advertising industry in India and global recognition of the role ASCI has played over the past 35 years. We are excited to be part of the worldwide conversation around advertising and we hope to change the narrative of the Indian industry. Our vision for this year is to lead ASCI's journey to becoming a future facing organization . We successfully launched the Guidelines For Influencer Advertising In Digital Media recently and coming up soon is GenderNext, a deep-dive study to understand the portrayal of women in advertising and to ensure its positive evolution," said Subhash Kamath, Chairman, ASCI. .

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 / website, product packaging, brochures, promotional material and point of sale material etc. In January 2017, the Supreme Court of India in its judgement 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'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 (MIB). MIB issued an advisory for a scroller providing ASCI's WhatsApp for Business number 77100 12345, to be carried by all TV broadcasters for consumers to register their grievance against objectionable advertisements. ASCI is a part of the Executive Committee of the International Council on Ad Self-Regulation (ICAS). Among several awards bestowed by the European Advertising Standards Alliance (EASA), ASCI bagged a Gold Global Best Practice Award for the Mobile App "ASCIonline " (2016). As well as a special recognition for its "Guidelines for Celebrities in Advertising" at the first-ever 'Global Awards for Effective Advertising Self-Regulation 'hosted by the ICAS (2019).

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