

ASCI makes a global mark as Secretary-General Manisha Kapoor is named VP on the executive committee of ICAS

- Will be part of the leadership of the worldwide platform for self-regulatory bodies
- Will play a key role in pushing self-regulation agenda
- Will facilitate exchange of learnings and best practices

Mumbai, 11th May 2021: Advertising Standards Council of India (ASCI) Secretary General Manisha Kapoor has been appointed to the executive committee of the International Council for Advertising Self-Regulation (ICAS). She will be one of the four vice-presidents on the executive committee. Set up by the European Advertising Standards Alliance in 2008, ICAS is a global platform of self-regulatory organisations (SROs).

Until April this year, ASCI served on the executive committee as a member for a two-year term. Now, Kapoor will play a leadership role on the committee till 2023.

In her role as part of the ICAS leadership team, Manisha will take forward the agenda of self-regulation globally. Some priority areas of ICAS for the next couple of years are:

- To promote advertising self-regulation as an optimal mechanism for consumer protection
- To strengthen ICAS as a global alliance
- To facilitate knowledge sharing among SROs to establish best practices
- To support emerging SROs across the globe
- To monitor global trends in the advertising ecosystem that impact self-regulation
- Work closely with established and emerging digital platforms to make the online space more transparent and fairer for consumers

Kapoor said “This appointment is a recognition of ASCI’s growing global standing and influence in the narrative of responsible advertising, as well as the importance of Indian advertising industry itself at a global level. This offers us a chance to exchange learnings and best practices. With the Indian advertising industry evolving fast and digitalisation boosting growth, ASCI’s leadership of the ICAS executive committee will add new perspectives to the agenda of responsible advertising.”

ICAS is a globally established organisation with members comprising national and regional SROs, associations and international industry associations representing advertisers, the media and creative agencies, all working to ensure that advertising and marketing communication is legal, honest and decent.

The three other vice-presidents are one each from Canada, USA and the World Federation of Advertisers. The ICAS president is from the United Kingdom.

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 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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