

## Press Release

**ASCI UPHELD COMPLAINTS AGAINST 299 ADVERTISEMENTS OUT OF 489. 151 OTHER ADVERTISEMENTS PROMPTLY WITHDRAWN, 39 WERE NOT OBJECTIONABLE**

**Mumbai, October 22, 2019:** During the month of July 2019, ASCI investigated complaints against 489 advertisements, of which 151 advertisements were promptly withdrawn by the advertisers on receipt of communication from ASCI. The independent Consumer Complaints Council (CCC) of ASCI evaluated 338 advertisements, of which complaints against 299 advertisements were upheld. Of these 299 advertisements, 201 belonged to the [education sector](#), 59 belonged to the [healthcare sector](#), nine to [personal care](#), four to the [food & beverages sector](#), and 26 were from the [‘others’](#) category.

ASCI’s Guidelines for Celebrities in Advertising were not adhered to by a consumer durable brand. The brand’s advertisement featured two top celebrities acting as a couple endorsing a renowned brand of air conditioners. The advertisement implied extremely rapid cooling performance whereas the claim was considered to be misleading. Moreover, there was no evidence of celebrity due diligence submitted by the advertiser.

In the Food and Beverages category, a popular brand ran a digital campaign that tried to misrepresent a scientific study by distorting the information to mislead gullible consumers. Another complaint was against a prominent airline offering cheap fares as part of an offer; however, all the important details were either missing or buried in the fine print.

Over 200 advertisements belonged to the education sector with advertisers making unsubstantiated claims such as being No. 1, holding awards or providing '100% placement' misleading students and parents. Few educational institutes were observed to downplay their status of being a “Deemed to be University” and presenting it in a misleading manner by overly emphasizing the word “University”.

The healthcare sector also saw a large number of advertisements pertaining to hospitals and clinics claiming best services, winning various awards or being able to cure various conditions ranging from infertility to piles, diabetes, HIV and cancer. A renowned hospital claimed to be the pioneer in overcoming Parkinson’s without providing any substantiation.

**Mr Rohit Gupta, Chairman, ASCI said** “We have seen an increasing trend by advertisers to use reference of “Awards and rankings” to make superiority or leadership claims in their advertisements. These claims may mislead the consumer by communicating that the advertised institute, product or service is recognised, esteemed or evaluated by experts or a large body of experts, whereas this may not be the case. There are also dubious cases where such awards are self-sponsored. Effective November 1, 2019, ASCI is rolling out 'Guidelines for Usage of Awards/Rankings in Advertisements'. This would ensure that the awards and rankings claimed are authentic and credible.”

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## **EDUCATION: - 201 advertisements complained against**

- [Direct Complaints](#) (Eight advertisements)
- [Suo Motu Surveillance by ASCI](#) (193 advertisements)

## **HEALTHCARE: - 59 advertisements complained against**

- [Suo Motu Surveillance by ASCI](#) (59 advertisements)

## **PERSONAL CARE: - Nine advertisement complained against**

- [Direct Complaints](#) (Two advertisements)
- [Suo Motu Surveillance by ASCI](#) (seven advertisements)

## **FOOD AND BEVERAGES: - Four advertisements complained against**

- [Direct Complaints](#) (Four advertisements)

## **OTHERS: - 26 advertisements complained against**

- [Direct Complaints](#) (Seven advertisements)
- [Suo Motu Surveillance by ASCI](#) (19 advertisements)

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## DIRECT COMPLAINTS

The advertisements given below were complained against by the general public or by industry members. Of the **80** advertisements complained against, **23** advertisements were promptly withdrawn by the advertiser on receiving communication from ASCI. For the remaining **57** advertisements, complaints against **21** advertisements were upheld by the CCC of which **eight** belonged to the **Education** sector, **four** belonged to the **Food & Beverages** sector, **two** from the **Personal Care** sector and **seven** from the **'Others'** category. **36** advertisements were not considered to be objectionable or in contravention of the ASCI code.

### Education

**The CCC found that the claims made in following three advertisements were misleading by exaggeration and could lead to widespread disappointment in the minds of consumers. The advertisements also violated ASCI's Guidelines for Advertising for Educational Institutions and Programs.**

- 1. The Globalizers Edutrain Pvt. Ltd:** The advertisement's claim, "1090 of our students scored 7.5+ band in 2018" appearing on Facebook was not substantiated with supporting data such as details of these students who scored 7.5+ band, with their contact details for independent verification, their enrolment forms, and their scorecards, nor any independent audit or third - party verification certificate.
- 2. CL Educate Ltd. - Career Launcher (CAT 2019 Coaching):** The print advertisement's claims, "6\* - 100 percentilers in CAT 2018" and "400\*+ IIM calls to Career Launcher, Bhubaneswar and Cuttack students in CAT 2018" were not substantiated. The CCC observed that the data validated via CA certificate was for the number of interview calls received by 42 students; however, the reference to IIM was missing, contrary to what was claimed. The claimed figure of 400+ calls appeared to be unrealistic.
- 3. Swarnim Startup & Innovation University:** The print advertisements claim "India's First University for Start Up", and the Website Ad claim, "Swarnim Startup & Innovation University", were not substantiated. The claims are misleading by ambiguity as UGC has not granted formal approval to run this University and award degrees as the UGC inspection formalities are pending, nor have they stated that this University is first in India for start-ups. For the print advertisement claim related to the course offered for BSc in Agriculture, the CCC referred to the Supreme Court judgment for reference which showed that no private university can offer B.Sc / M.Sc in Agriculture. Based on this observation, the CCC concluded that the advertiser claiming to offer "B.Sc in Agriculture" course is misleading.

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

1. Scholars Academy
2. Aryabhatta Group of College
3. Aptech Limited (Maya Academy of Advance Cinematics MAAC)
4. The Institute of Education & Management (TIEM)
5. Captain Batra Classes

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## Food and Beverage

- 1. GLAXOSMITHKLINE CONSUMER HEALTHCARE LTD (Horlicks Protein Plus):** The YouTube Channel video introduces the advertisement communication as “Wondering why you're so tired all the time? Watch how to take the #RiseUpChallenge by Horlicks Protein +”. The video refers to complaints of “chronic tiredness” by participants of the Rise Up challenge, which is not necessarily linked to muscle strength alone. Such tiredness could be due to other health conditions such as loss of muscle mass, deconditioning, nutritional deficiencies, oxygen delivery, anaemia, etc. “Rise Up challenge” is to check ability to move which is linked to many factors mentioned above as well as neurological normalcy, balancing apparatus in the brain etc. Muscle strength is one of the outcome factors of the Rise Up challenge; connecting this as a direct “screening test” for “chronic tiredness” by the advertiser was considered to be incorrect. Hence, “Failing the #RiseUpChallenge means you have poor muscle health” is misleading by exaggeration. The reference quoted in the disclaimer of a scientific paper was considered irrelevant in reference to the problem of “chronic tiredness” and considered to be misleading by ambiguity.
- 2. Rasna International Pvt. Ltd. (Rasna Insta EnerG):** The television advertisement’s claim, “Jab Challenge Ban Jaaye Tagda, toh Mamuli Nahi Tagda Energy Drink, Rasna Insta Ener-G”, “Ye de real tagadi Energy, kyunki dusro ke mukable sirf Rasna Insta mei hai Real Fruit Powder, 21 Vitamin, Minerals our Glucose ki tagadi shakti” were not substantiated. The pack visual indicated that the advertised product has 90 gm of sugar per 100 gm and has only 0.5 gm Glucose, an ingredient known to provide “instant energy”. The advertisement creates an impression that Rasna Insta EnerG gives more instant energy than glucose powder or Instant drink as the Boy Cadet rejects these products but gets instantly energised and keeps running for more than 19 rounds after consumption of the advertised product. The claim of instant energy was not substantiated with composition / FSSAI licence / pack artwork or samples, nor evidence of the ingredients present for the real fruit powder claim; also no comparison to show superiority over other generic glucose products was provided. The comparison shown in the advertisement is misleading by exaggeration and implication, and disparages the entire category of all glucose powders and instant drinks. The advertisement also violated the ASCI Guidelines on Disclaimers and ASCI Guidelines on Advertising of Foods & Beverages.
- 3. Sethia Sweet Products (Milan Rasgulla):** The packaging of the product portrayed a young girl donning sindoor and in a bridal get up. The CCC considered such depiction implying the practice of “Child Marriage” (which is in violation of the Child Marriage Prohibition Act, 2006) to be objectionable.
- 4. Rathira Ayurveda Private Limited. (100 Day Diabetes Healer):** The Company’s website advertisement with the pack shot claims, “100 Days Diabetes Healer” and carries the FSSAI logo. The advertiser did not provide copy of product approval license, product composition details, FSSAI approval for the claims made, and evidence of the ingredients present in the product, nor any data of any study done with the product. The implication of the claim that diabetes can be cured by use of this product, was not substantiated with clinical evidence of product efficacy, and is misleading by exaggeration. The testimonials of eight patients who have been benefitted by the product was not substantiated and the CCC also expressed their concern for promotion of this food product with therapeutic and curative claims.

## Personal

## Care

- 1. Zydus Wellness Ltd (Nycil):** The television advertisement’s claim translated from Hindi that features a model posing as a doctor states “Not just any other powder, you need Nycil that kills all germs instantly. Shows results

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in just three days” was misleading. Furthermore, the advertisement when seen in totality creates an impression that the advertised product is recognized by doctors for its efficacy and is recommended by doctors. In view of the Code of Medical Ethics prohibiting doctors from endorsing any product and in the absence of any market research data indicating that medical professionals in general recommend the advertised product, the TVC was considered to be misleading by ambiguity and implication. The TVC / YouTube advertisement may lead to widespread disappointment in their minds.

2. **Reckitt Benckiser (India) Pvt Ltd (Durex Condoms):** The twitter advertisement’s claim, “Nearly 70% Women In India Don’t Orgasm Every Time During Sex”, was substantiated. However, the claim is based on an independent report and its source and date of research is not mentioned in the Twitter advertisement. The Twitter advertisement contravened Chapter I.2 of the ASCI Code which states that, where advertising claims are expressly stated to be based on or supported by independent research, the source and date should be indicated in the advertisement.

### Others

**The CCC found that the claims made in the following advertisements were misleading, exploit consumers’ lack of knowledge and can lead to widespread disappointment in the minds of consumers.**

1. **Havells India Limited (Lloyd AC):** The television & YouTube advertisement’s claim “18 degree Celsius in 45 seconds” featuring celebrities Deepika Padukone and Ranveer Singh was misleading by ambiguity and implication. The visual impact in the advertisement seemed to imply that the room thermometer shows cooling to 18 degrees Celsius in 45 seconds. As per the test report provided, the air temperature of 18-degrees Celsius is reached at the grill, that too, under a given set of ambient indoor and outdoor conditions as well as humidity. The CCC was of the opinion that it is unlikely that the exit air temperature (even at the grill) will be attained in 45 seconds given the variables in a real-life situation such as outside temperature being 35 to 40 degrees as well as initial conditions in the room, its size and characteristics. The advertisement is also in violation of ASCI’s Guidelines for Celebrities in Advertising. The advertiser did not provide any evidence to show that the celebrities did due diligence prior to lending their name to the endorsement, to ensure that all descriptions, claims and comparisons made in the advertisement are capable of substantiation. The advertisement also violated the ASCI’s Guidelines for Disclaimers.
2. **Eureka Forbes Ltd:** The advertisement’s claim “Instant Infusion” in conjunction with the body text which reads as “Ensures that copper is instantly infused in your drinking water. No more overnight storage in copper vessels” was not adequately substantiated and is misleading by exaggeration and implication. The advertisement’s claims imply that the consumer now does not need to overnight store drinking water in a copper vessel, as the drinking water supplied by its product is comparable to drinking water stored overnight in a copper vessel.
3. **Eureka Forbes Ltd:** The Company’s website advertisement claim, “Biotron Cartridge – The cutting edge Biotron Technology de-clusters water molecules, thereby making the water more “bio-available””, was not adequately substantiated. For the first part of the claim, no scientific published evidence of de-clustering of water molecules was provided, nor could the same be found on searching the scientific literature provided. The advertised device is made for the consumption of humans, however the tests submitted to substantiate are conducted on plant/crop seeds. For the second part of the claim, no evidence of making the water more “bio-available” in humans was provided.

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4. **TATA SIA Airlines Ltd. (Vistara- the Grand Vistara Monsoon Sale):** The print advertisement's claim, "Fares starting at Rs. 1,299/-" with an asterisk (\*) was misleading by ambiguity and omission. The qualifier in the advertisement mentioned that "Fares depend on the route and date of travel. Seats are limited. Additional terms and conditions apply". However, there was no information regarding the number of seats offered under the discount, where the additional terms and conditions were available and the nature of these additional terms and conditions. Furthermore, the advertiser did not provide any details of the sectors and dates on which the advertised fares were available as offered. The advertisement also violated the ASCI Guidelines on Disclaimers.
5. **Bhansali Productions T-Series (Malaal):** The print advertiser promo of the movie Malaal features the rider (male) and the pillion rider (female) on a two wheeler without helmets. The girl is shown seated very close to the boy on the front seat facing towards him. The CCC concluded that the advertisement portrays violation of the Traffic Rules, shows dangerous practices, and manifests a disregard for safety.
6. **Star India Pvt. Ltd (Chernoboyl):** The web-series promo aired on an OTT platform featured footage with frames showing a bloodied hand and a patient with the bloodied face related to nuclear energy during the live streaming of cricket. The advertiser positioned the Promo as a lesson in history for viewers of all ages. While the promo may sensitize the youth of the country about the risks involved with nuclear energy, two frames in particular were inappropriate for viewing by children. The mini-series promo could be viewed by minors when played during family viewing hours and hence was considered to be in contravention of the ASCI Code.
7. **Cashfree Payments India Private Limited (Cashfree):** The website advertisement's claim "Instant Refund" for "online payments and cash on delivery payments. Independent of banking hours" was considered misleading. The CCC observed that the website communication in a section above the heading "products" claimed, "Instant Refund" which was for "online payments and cash on delivery payments. Independent of banking hours", whereas the "payment gateway" - a product under the heading "product" was for receiving local and international payments in two days. The advertiser did not provide any evidence of "instant payment" product delivering as per the claim despite a specific request by ASCI. The CCC concluded that the claim, "Instant Refund" is misleading by ambiguity and omission of a mention that it is a "product" for merchants.

### [SUO MOTU Surveillance by ASCI FOR MISLEADING ADVERTISEMENTS](#)

The advertisements given below were picked up through ASCI's Suo Motu surveillance of Print and TV media via the National Advertisement Monitoring Services (NAMS) project. Out of **409** advertisements that were picked, **128** cases were resolved immediately wherein the advertisers confirmed that the advertisements were being withdrawn post receiving the complaints. Of the **281** advertisements examined by the CCC, complaints against 278 advertisements were upheld. Of these **278** advertisements, **193** belonged to the **Education** sector, **59** advertisements belonged to the **Healthcare** sector, **seven** belonged to the **Personal Care** category, and **19** fell in the "**Others**" category.

#### **Education**

The CCC found that the claims made in following **35** advertisements were misleading by exaggeration, exploited consumers' lack of knowledge and could lead to widespread disappointment in the minds of consumers. The source of the claims were not mentioned in many of the advertisements. The advertisements also violated ASCI's Guidelines for Advertising for Educational Institutions and Programs.

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- 1. Zee Entertainment Enterprises Ltd (Zee Educare):** The print advertisement's claim, "India's Largest Education Festival" is misleading by exaggeration. It was observed that there were many other Career, Education and Training Trade Shows in India in 2019; the advertiser failed to provide any authentic verifiable comparative data of the magnitude of other such education festivals and thus, did not have any basis to make a comparative or superlative claim.
- 2. Chate Group (Chate Coaching Classes):** The print advertisement's claim, "The only Class Providing Highest Merit" was not substantiated with verifiable comparative data and is misleading by exaggeration. There was no support data provided nor any evidence of comparison with other similar coaching classes, to prove that they are the only classes to provide highest merit compared to all the others, by providing coaching for the claimed courses.
- 3. Future World School:** The print advertisement's claim, "For the first time in school education, we have introduced special labs to activate the brain which makes your child a super talent", was not substantiated with any verifiable comparative data of the advertiser's school to prove that they are the first to introduce special labs for children. The CCC opined that it is not possible for any school to conduct such comparative study given the nature of the educational sector and number of schools and it was unlikely for the school to have such support data.
- 4. IIS:** The print advertisement's claim, "deemed to be university" was misleading. The presentation of the term "deemed to be UNIVERSITY" in the advertisement gives more prominence to the word "University" and there appeared to be a deliberate attempt to downplay the words "Deemed to be" in terms of font size, colour and weightage. The CCC referred to the advertiser's website for more details (<https://www.iisuniv.ac.in>) wherein similar discrepancies were observed that were in contravention of the Supreme Court directions as well as UGC notice.
- 5. G.D Goenka School (Aligarh) Public:** The print advertisement's claim, "India's Highest Rated School Chain" was not substantiated with any verifiable comparative data or ranking data of the advertiser's school chain and other school chains in India or through a third-party validation.
- 6. Ace Academy:** The print advertisement's claim, "Gives guarantee of more than 90% marks in only 5 days" was not substantiated with verifiable supporting data.
- 7. Bansal Classes Private Limited:** The print advertisement's claim, "The Leader" was not substantiated with verifiable comparative data of the advertiser's classes and other similar classes, to prove that they are superior than all the rest in providing coaching for the courses claimed, or through an independent third- party validation.
- 8. CLC Career Line Coaching:** The print advertisement's claim, "Highest Selections in Haryana since last 3 years in MBBS, IIT & NIT" was not substantiated and is misleading by exaggeration and implication. The advertiser did not provide any supporting data or evidence of comparison with other similar coaching institutes in Haryana, on year on year basis for the last three years as claimed, to prove that they have given the highest selection of students in MBBS, IIT and NIT each year.
- 9. V. K Coaching:** The print advertisement's claim, "The only option for selection in Railway" was not substantiated with any market survey data, or any verifiable comparative data of the advertiser's institute and other similar coaching institutes, to prove that they are the only institute to provide coaching for the Railway entrance exams guaranteeing selection, or through an independent third- party validation.



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10. **The Sardana International School:** The print advertisement's claim, "Highest Selection % in India" was not substantiated and is misleading by exaggeration and implication as the advertiser did not provide any supporting data or evidence of comparison with other similar schools, to prove that they have given the highest selection percentage of students for the claimed courses in India.
11. **Himachal Pradesh University (University College of Business Studies):** The print advertisement's claim, "Winner of the Asia's Most Trusted Business School Award-2016." was inadequately substantiated; the claim was not qualified to mention the source of research.
12. **Vivekananda Degree & PG College:** The print advertisement's claim, "The Only College Bagged Highest No. of University Ranks" was not substantiated with any ranking data for their students, or any verifiable comparative data, prove that the advertiser is the only college to get the highest number of university ranks as compared to all others.
13. **Abhiprerna Defence Academy – Abhiprerna:** The print advertisement's claim, "Special guarantee batch - no fees if not selected" was not substantiated with authentic supporting data such as detailed list of students who have been placed through their Institute in various jobs as advertised, contact details of students for verification and enrolment forms and appointment letters received by the students, nor an independent audit conducted nor any verification certificate. The advertiser did not substantiate with supporting evidence of fee refund issued to non-selected students.
14. **Abhiprerna Career Institute:** The print advertisement's claim "Make Your Child Fastest, Smartest and Most Genius" was not substantiated. It was observed that the advertiser was promoting a pre-foundation, abacus and a third eye activation programme for students in 8<sup>th</sup>, 9<sup>th</sup> and 10<sup>th</sup> standard. However, the advertiser did not provide any verifiable supporting data to show that the children trained under their institution have become faster, smarter and more genius as compared to students in other institutes.
15. **Captain Batra Classes:** The print advertisement's claim, "The only institute providing highest success" was not substantiated. The advertiser did not provide any support data or evidence of comparison with other similar institutes, to prove that they are the only institute to have given the highest success as compared to all the others, by providing training for the claimed courses.
16. **Govindam Defence Academy – Govindam Degree College:** The print advertisement's claim, "Highest Selection Ratio throughout Rajasthan" was not substantiated. The advertiser did not provide any supporting data or evidence of comparison with other similar institutes in Rajasthan, to prove that they have given the highest selection ratio of students in Air force and Navy sector.
17. **Raisoni Group of Institutions – G H Raisoni College of Engineering :** The print advertisement's claims, "1<sup>st</sup> amongst private engineering colleges in Maharashtra - NIRF Ranking 2019" and "1<sup>st</sup> amongst private engineering institutions in Nagpur and in Public Perception - NIRF Ranking 2019" were not substantiated and were in contravention of the NIRF Advisory; which does not permit further slicing and dicing of their ranking data and was used without explicit permission from NIRF.



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18. **LNCT University:** The print advertisement's claim, "Awarded as the Most Trusted Brand of Madhya Pradesh" was not substantiated with copy of the award certificates, details of the criteria for granting the award, references of the awards received such as the year, source, category, and details about the awarding body.
19. **Somalwar of Academy Professional Studies:** The print advertisement's claim, "Most Trusted Supplementary Education Provider" was not substantiated. The advertiser failed to provide any market survey data, any verifiable comparative data of the advertiser's institution and other similar institutions, to prove that they are more trusted as compared to all others in providing supplementary education to their students.
20. **Savitribai Phule Pune University:** The print advertisement's claim, "The second largest university in India owing to the number of colleges affiliated to it" was not substantiated.
21. **AAKSC:** The print advertisement's claim, "The most reliable name for Medical & Engineering Entrances" was not substantiated with any verifiable comparative data of the advertiser's institute and other similar coaching institutes, to prove that they are more reliable than all the rest in providing coaching for medical and engineering entrance exams, or through a third - party validation.
22. **Mauli Institute of Mathematics:** The print advertisement's claim, "The most trusted name for success in JEE" was not substantiated with any market research data, or verifiable comparative data of the advertiser's institute and other similar institutes to prove they are more trusted than all other similar institutes, for providing courses in Joint Entrance Examination (JEE), or through a third- party validation.
23. **ALLEN Career Institute:** The print advertisement's claim, "Country's largest coaching institute" was not substantiated with any verifiable comparative data of the advertiser's institute and other similar institutes to prove that they are larger than all the rest in India, in providing various professional courses, or through a third-party validation.
24. **Asha Deep Senior Secondary School:** The print advertisement's claim "Most Trusted Institution in Education" was without any market survey data or with any verifiable comparative data of the advertiser's institution and other similar institutions, to prove that their institution is the most trusted as compared to all the others, or through a third party validation.
25. **Banasthali Vidyapith:** The print advertisement's claim "University for women: University with a difference" and its presentation with the prominent use of the word "University", was misleading; the status for the advertised institution as declared in the advertisement ("Notified Under Section 3 of the UGC Act") was "Deemed to be University" and contravened UGC guidelines regarding the declaration of the status of the institute.
26. **Amrita Vishwa Vidyapeetham:** The print advertisement's claim "Vidyapeetham" in the name of the institute was misleading by implication and by omission of the status being "Deemed to be University". The CCC observed that the status for the advertised institution (as declared "Notified Under Section 3 of the UGC Act") was "Deemed to be University" and contravened UGC guidelines regarding the declaration of the status of the institute.
27. **Engineering Academy:** The print advertisement's claim "An Institute Providing Highest Selections since Last 2 Years" was not substantiated with verifiable comparative data, or through an independent third-party validation.

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28. **Gurukul-IAS:** The print advertisement's claim "Join Our Foundation Course Post 10+2 and Get Government Job" was misleading by exaggeration as it was not substantiated with verifiable supporting data of the students who were provided with government jobs after completion of the foundation course post 10+2 offered by the advertiser's institute.
29. **SVKM's Narsee Monjee Institute of Management Studies:** The print advertisements claim "Category 1 University" is misleading; upon further investigation it was observed that the advertiser used the word 'Category 1 University' twice instead of "Category 1: Deemed to be University" which was the status granted by University Grants Commission. The format used in "Category 1 University" was the same as that of the trademark registered.
30. **NEET Possible:** The print advertisement's claim "Take admission in NEET Possible to get selected in 1st attempt", was not substantiated with verifiable supporting data of students who were selected at first attempt on completion of NEET/AIIMS/Foundation courses as claimed.
31. **(Sri Kautilya) Achievement Academy:** The print advertisement's claim "Most Reliable Institute of Moradabad", was not substantiated with any verifiable comparative data of the advertiser's institute and other similar coaching institutes in Moradabad, to prove that they are more reliable than all the rest in providing coaching for various government exams, or through a third party validation.
32. **Achiever Career Institute:** The print advertisement's claim "Educational Group Producing Highest Number of Doctors (More Than 20,000) All Over India From Kota Since 20 Years", was not substantiated with verifiable comparative data, or through an independent third-party validation.
33. **Achievers Academy:** The print advertisement's claim "Highest Selection in Alwar in JEE-Main-2019", was not substantiated with verifiable comparative data, or through an independent third-party validation.
34. **ALLEN Career Institute:** The print advertisement's claim "Highest Selections among All Institutes of Ujjain", was not substantiated with verifiable comparative data, or through an independent third-party validation.
35. **Master Mind Tutorials Pvt. Ltd.- Write Right India :** The print advertisement's claim, "India's most reliable writing improvement institute", "Money Back 100% Guarantee" was not substantiated with any market survey data, with verifiable comparative data of the advertiser's institute and other similar institutes in India, to prove that it is more reliable than all the rest in training students for improvement in their handwriting, or through a third- party validation and with supporting evidence of students whose handwriting did not improve and hence were refunded with full paid fees.

**Complaints against advertisements of 158 educational institutes listed below are UPHELD mainly because of unsubstantiated AND misleading claims that they provide 100% placement/100% placement assistance OR they claim to be the No.1 and Best in their respective fields.**

Presidency University	Pai Defence Academy	JMD PMT Institute	RD's Institute of Accounts & Taxation
Ghadai Residential Junior Science College	NICC Professional College	K.L.Nagaswamy Memorial Polytechnic College Institute	RK Campus
IASBABA	Swami Vivekanand College of Nursing	K M. College of Pharmacy	Royale College of Tourism & Hotel Management
Sri Pratibha Educational Institutions	Sri Gayatri Educational Institutions	Kar Polytechnic College	Sandip University

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Vidya Sanskar Academy	Spiro Prime Education Institutes	Karnatak Institute Health	Science Forum
Mehr Chand Polytechnic College	AKS University	Anjali Foundation- Kiki Centre for Technology	Senthamarai College of Arts & Science
Matusri English Medium School	Bhavan's Centre for Communication & Management (BCCM)	Kongu Matric Higher Secondary School	Seth's Educational Planet
Pankaj Agarwal Educare Pvt Ltd	Bhilwara College	American Academy of Aviation and Hotel Management (AAAHM)	Siddharth Academy
Mentor's Hub-Pioneer/Globus Commerce/ Alchemy Academy	Veena Coaching Institute	Mody School	Adhyapana School
Physics Point (D K Goyal)	Budania Group IAS	Excel Educational Institute	SmartPrep Academy
Aaruthal Foundation	Vindhya Institute of Technology and Science (VITS)	Plus Point	Sri Annai Polytechnic College
Alphores E-Techno School	MEC Academy (SLM)	Mangalore Institute of Fire & Safety Engineering (Mifse)	Allahabad College of Engineering & Management
Aryabhata College of Engineering & Research Centre	English Guru	American Academy of Aviation and Hotel Management (AAAHM)	Pratibha Junior College
Asia Pacific Institute of Management	Master Mind Tutorials Pvt. Ltd. Master Mind Abacus	Apollo Group of Colleges	Delhi Public School Ujjain
Cognisive Institute	International Cosmetology School	Arulmigu Kalasalingam Polytechnic College	Kovai Kalaimagal College of Arts and Science
Collegiate Entrance Division	IITian's Prashikshan Kendra Pvt. Ltd.	Smartkidz Educare India Pvt. Ltd. - Smartkidz Pathshala	Sanjay Shiksha Samiti / Dr. Sagar Mal Juniwal's – Apex University
D. L. Narayana Tutorials	IITian's Prashikshan Kendra Pvt. Ltd	Britco Research Institute of Digital Communication Organizing Pvt. Ltd	Sri Chaitanya Junior College
Delhi Public School	Direction Group of Institutions Pvt Ltd – Direction School of Banking	Think and Learn Pvt Ltd-BYJU's The Learning APP	Sri Krishna Polytechnic College
Prince Institutions Airhostess & Hotel Management	DSM (Delpiero School of Management)	Career Crossing - Legal Competitive Exam Training Academy	SRM Institute of Hotel Management
Sai Ram Degree College	Apti Plus Academy for Civil Services	Coimbatore Marine College	St. Joseph's Polytechnic College
Vellore Polytechnic College	Aim & Achieve	Dhaathree Academy	St. Mary's Academy
National Institute of Fire and Safety Engineering Collage (NIFSE)	Cadmus Science School	Florence College of Nursing	STAR Hybrid School
ICFAI University(*) (IBS Jaipur)	Red Cherries IIT Olympiad School	Graphic Era (Deemed to be University)	Subramanya College of Arts and Science
St. Joseph's Institute of Management (JIM)	Tree House High School	IACT Computer Education	Totale's Commerce Academy
Indian Institute of Packaging Kolkata	KVM School	IBS Institute	Victory Defence Academy
IPSR Group of Institutions	KingMakers Academy IAS	ICS Coaching Centre	Vivekanandha Educational Institutions for Women
KKS Mani Educational Institutions	Somra Gurukul Sainik Academy	ICS Coaching Centre	Vizag Defence Academy
Deepmala Pagarani Sanskar Public School	Vidyamandir Classes	International School of Design INSD	V.S.B. Engineering College
Vishnoi Classes Pvt Limited	Next Gen International School	Institute of Public Health & Hygiene	Youth Commerce Classes
Dr. Zakir Husain Institute – Indian Institute of Business Management	National Institute of Health Education & Research	Jacobs College of Maths	Alpha Vidhya Sankul

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L-1 Coaching	Prof. Sameer Unia's Physics Tutorials	Manora Educational and Medical Charitable Trust Manora polytechnic College	Annai Mira College of Engineering and Technology-AMCET
Krishna school	Tagore Public School Bichpuri	Martlet Hospitality	Amirta International Institute of Hotel Management
KGISL Group of Institutions- KGISL Institute of Technology	Sri Jai Hind Academy	Rishi Gyan Kendra	Kautilya Academy
J.K.N Pvt ITI	Integral University	Subhash Academy	Excel Educational Institution
Solamalai College of Engineering	Brainobrain	Great Lakes Institute of Management	Golden Era Academy
Siya Education	Balmiki Samarpan Foundation Trust- S.B.Ranker's Classes	Paramount Coaching	IIITian's Tapasya
Sardar Bhawan	NBCE Skill Development	Rotomaker Academy Advance Visual Effects	ITM University
Sahjanand School of Achiever	BIOME Institute	Sathiyam Media Vision Pvt Ltd- Sathiyam Academy	Sri Chaitanya Educational Institutions
Modern Bahudesiya ITI	Jagran Education Foundation- Jagran Institute of Management and Mass Communication (JIMMC)	Ponjesly Charity Trust - Ponjesly College of Engineering	Padmavani Arts & Science College for Women
Aarya's Film & Television Institute of India	J.K.K.Munirajahh Institute of Health Sciences College of Pharmacy		

## Healthcare

**The CCC found that the claims made in the following 37 advertisements were misleading that exploit consumers' lack of knowledge and could lead to widespread disappointment in the minds of consumers. Several claims were misleading by exaggeration.**

- Kokilaben Dhirubhai Ambani Hospital and Medical Research Institute:** The print advertisement's claim, "Pioneers in Overcoming Parkinson's" was not substantiated with proof that they were pioneers in the treatment of Parkinson's nor any robust supporting clinical evidence in statistically significant number of patients treated and cured of / overcoming Parkinson's at their hospital.
- Solanki Hospital:** The print advertisement's claim, "Most trusted place for treatment in Alwar", the mention of words "Most Trusted" is not substantiated with any market survey data or with any verifiable comparative data of the advertiser's hospital and other hospitals in Alwar. The source for the claim is not indicated in the advertisement.
- Gayatri Clinic:** The print advertisement's claim, "Quit alcohol without the knowledge of the person" was not substantiated with supporting clinical evidence or with treatment efficacy data. The advertiser did not provide any details of the treatment procedure, the medicines for quitting alcohol, and their approval status by the regulatory authorities.
- Strides Pharma Science Limited:** The television advertisement's claim "3 times more effective", was not adequately substantiated; the material relied on was not specific to Indians and does not unambiguously support its claim that its lozenge is 3 times more effective in aiding a person to quit smoking. The advertisement violated the ASCI Guidelines on Disclaimers as it was not in the same language as the voiceover.

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5. **Olivia Skin & Hair Clinic:** The print advertisement's claim, "Provide permanent solution for underarm sweat" was not substantiated with any details of the treatment procedure to support their claim as to how they provide a permanent solution of underarm sweating through miraDry equipment as claimed. The second claim "FDA approved" was not substantiated with supporting treatment procedure and evidence of the treatment/equipment being approved by Indian FDA.
6. **Pratiraj Herbal Pharmacy (Ayurvedic Hair Oil):** The print advertisement's claim, "Regrow fallen hair in one week only" was not substantiated with product efficacy data. The claim implies that the product cures baldness which is misleading by gross exaggeration. It was observed that the advertiser did not provide product specific details such as composition / licence / pack artwork, evidence of the ingredients present in the product, nor any relevant extracts of ayurvedic references in support of the claim.
7. **Shul Marin Ayurvedic Oil:** The print advertisement's claim, "Removes joints pain, arthritis pain from the roots in 30 days." was not substantiated with clinical evidence of product efficacy. The product may give only temporary relief from pain but does not provide proof to cure the diseases – especially within 30 days as claimed.
8. **Viva Live The Life:** The print advertisement's claim "America's Best" was not substantiated with any published reports or comparative data versus other techniques used in the USA to prove that the treatment was America's best treatment. The second claim "The Most Advanced and Successful Fat Eliminating Method" was not substantiated with supporting published scientific research papers or clinical evidence in statistically significant number of volunteers.
9. **Aadhar Health Institute:** The print advertisement's claim, "With Obesity surgery, patients can get rid of other diseases too (Such as Diabetes, Heart Attack, Infertility)" was not substantiated with supporting clinical evidence. The advertiser did not provide clinical or scientific data to prove that treatment through bariatric surgery helps obese people get rid of the claimed diseases on a permanent basis.
10. **Hartej Hospital:** The print advertisement's claim, "Offering best cure rates in cancer patients" was not substantiated with supporting clinical evidence in statistically significant number of cancer patients cured at their hospital. The advertiser did not provide any details of the treatment procedure, nor any details regarding the medicines used for cure of cancer, and their approval status by the regulatory authorities, nor did the advertiser prove that their cure rates are higher as compared to all other hospitals.
11. **Star Ayurveda:** The print advertisement's claim, "The only Hospital in South India which is giving wonderful and Highest Number of results" was not substantiated; the advertiser did not provide any support data or evidence of comparison with other Hospitals in South India. The second claim "World's 1st Integrated Clinic" was not substantiated with any verifiable market research / survey data worldwide to prove that they are the pioneers worldwide to introduce an integrated clinic.
12. **(Sukhayu) Sushrut Ayurvedic Multispecialty Hospital:** The print advertisement's claim, "Permanently cures patients suffering from piles, fistula, and fissure by providing 30 minutes treatment" was not substantiated with any supporting clinical evidence in statistically significant number of patients suffering from the conditions advertised being permanently cured by the 30- minute treatment at their clinic.

## Press Release

13. **Jothi Piles and Fistula Hospital:** The print advertisement's claim, "Piles can be prevented through their traditional 150 year's old Siddha Vaidhya method treatment for all" was not substantiated to prove prophylactic benefits of their treatment. The advertiser did not submit any authentic and verifiable data like details of the treatment procedure for the claimed disease, nor any details regarding the medicines being used, and their approval status by the regulatory authorities. There were no scientific rationale or published literature references to support the treatment claimed.
14. **Master's Homeopathy:** The print advertisement's claims, "People suffering from Alzheimer's with the effect of homeo medicines on the blood vessels patient become normal soon, Homeo has the effective treatment which can stop hepatitis virus by reducing the viral load completely, within just 3 months hepatitis and herpes symptoms all can be cured, Varicose veins can be cured easily with Homeo treatment." All these claims were not substantiated with any supporting clinical evidence. The advertiser did not submit any verifiable data like details of the treatment procedure for the claimed diseases, nor any details regarding the medicines being used, and their approval status by the regulatory authorities. There was no scientific rationale or published literature references to support the treatment claimed.
15. **Sadbhavna Nursing Home:** The print advertisement's claim, "Provide painless delivery" was not substantiated with any clinical evidence in statistically significant number of women who had painless deliveries without any other intervention such as pain killers/ local anesthesia or epidural injections.
16. **Dr. Pravin Patel's Innovative Hospital & Research Centre:** The print advertisement's claim, "The only hospital in Gujarat to provide homeopathic, allopathic, ayurvedic, ..... treatment with ultramodern facilities" . The advertisement makes reference to providing effective treatment for diabetes, cancer, heart diseases, thyroid implying cure for these diseases. The advertiser did not provide any support data or evidence of comparison with other hospitals, to prove that they are the only hospital in Gujarat providing treatment for the various diseases claimed via multiple modalities.
17. **Dr. Meet's Clinic:** The print advertisement's claim "India's No.1 Anti Hair Loss Clinic", was not substantiated either with verifiable comparative data of the advertiser's clinic and other hair clinics in India, to prove their claim to be in a leadership position (No.1) than all the rest in treating people for hair problems, or any study conducted through an independent third party to validate the entitlement. The source for the claim was not mentioned in the print advertisement. The second claim "Best & most effective, scientific Natural DHT blocker treatment" was not substantiated with robust clinical data. The advertiser also did not provide any details of the Natural DHT blocker treatment procedure, nor any details regarding their approval status by the regulatory authorities.
18. **Amrutanjan Health Care Ltd - Amrutanjan Comfy Snug Fit:** The print advertisement's claims "80 % Better Absorption than Leading Brand" and "20 % Extra Absorbent Material" were not substantiated; the advertiser failed to provide any test methodology nor any statistical information to substantiate the claims.
19. **Ohana Healthcare- Nirdhum Capsules:** The television advertisement's claim "Lungs Protection Therapy for Smokers" was not substantiated with clinical evidence of product efficacy for lung protection among smokers. Another claim "100% Ayurvedic" was not substantiated with any evidence of the ingredients present in the product.
20. **Medinova Health Care Pvt Limited (Sri Sai Super Speciality Hospital):** The print advertisement's claim "#1 hospital in Moradabad region", was not substantiated and was misleading.



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21. **Greek Studio:** The print advertisement's claim "Instant fat loss" was not substantiated with supporting clinical evidence based on rigorous clinical trials on patients successfully treated at the studio.
22. **Vibes Healthcare Ltd (Vibes Centre):** The print advertisement's claim "Drop 1 size in 1 session" and "Clinically proven" were not substantiated with supporting clinical evidence. The treatment efficacy depicted via the image of a slim girl is misleading.
23. **Vibes Healthcare Ltd (Vibes Centre):** The print advertisement's claim "Awarded Best Beauty & Wellness Brand in India" was misleading. The advertiser did not provide the basis of the ranking or the survey methodology followed to obtain this information for the ranking claimed, such as the details of the process as to how the selection for the ranking was done, survey methodology, names of other similar beauty and wellness brands in India that were part of the survey, questionnaires used, criteria used for evaluation, the outcome of the survey, and the details about the credentials and authenticity of the awarding body. The claim was not qualified with the source and date of research.
24. **Sydler Group of Companies (Eazol Health Tonic):** The print advertisement's claim "Doctors 1st Choice" was not substantiated with any market survey data or verifiable supporting research data among doctors to prove that the health tonic is the first (1<sup>st</sup>) choice of doctors for the ailments and/or health benefits in the advertisement. The source for the claim was not indicated in the advertisement.
25. **Dr. Chate Homeopathy Clinic:** The print advertisement's absolute claims "Freed innumerable patients from disease of Thyroid", "Now there is no need to take medicines for whole life", "Hypothyroid, Hyperthyroid, or Lump in the thyroid gland, all such types of thyroid can be cured", "Stop daily medicines of thyroid patients and they can lead a normal life after some time" and "Through Australian Homeopathic Treatment the symptoms of Thyroid get reduced in 15 days to 1 month and thereby gets cured" were not substantiated with robust supporting clinical evidence in statistically significant number of patients treated and cured within 15 to 30 days at the advertiser's clinic through the homeopathic medicine and treatment.
26. **Dr. Rajendra Singh Spondylitis Homeo:** The print advertisement's claim as translated from Hindi, "Permanent treatment of spondylitis without operation" and "Perform successful treatment of kidney, without doing dialysis" were not substantiated with supporting clinical evidence among patients treated at the clinic.
27. **Vardhan Ayurvedic & Herbal Medicine Pvt Ltd:** The print advertisements' claim "Freedom from skin disease like Psoriasis" and "Proven as 1st successful medicine for removing Psoriasis permanently", "Get rid of Alcohol Permanently" and "Sure shot herbal medicine by which person does not even look at alcohol" were not substantiated with robust supporting clinical evidence among patients treated and cured of psoriasis as well as treated and permanently cured of alcohol addiction with the herbal medicines respectively. The advertiser did not submit any classical ayurvedic textual references to support the claim.
28. **Good Life:** The print advertisement's claims "Reduce weight with natural food (for 12 years old to 75 year old)", and "Reduce 15 kg weight up till 25 June", were not substantiated with supporting clinical evidence and with treatment efficacy data. The advertiser did not provide details of their treatment procedure for weight reduction nor any weight loss data based on rigorous trial on statistically significant number of their patients (in the age group of 12 years to 75 years) as claimed, who achieved the claimed results of weight reduction.



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29. **Dr. K.D.'s Eye Hospital:** The print advertisement's claim "North India's Best Eye Care Network." was not substantiated with market survey data, or with verifiable comparative data of the advertiser's Eye Care network and other Eye Care networks in North India, to prove that their Eye Care network is better than the rest, or through an independent third party validation.
30. **High Hopes:** The print advertisement's claim "Successful in reducing 3 to 5 kilograms of weight in 1 month of more than 20,000 clients by Rajkot's Specialists", was not substantiated with supporting clinical evidence and with treatment efficacy data. The claim assures a particular quantity of weight reduction in a finite period which is misleading by gross exaggeration.
31. **Perfect Point:** The print advertisement's claim "U-Lipo is the latest nonsurgical ultrasound technique to remove unwanted fat permanently from tummy, hips, thighs etc", was not substantiated with supporting clinical evidence and with treatment efficacy data. The advertiser did not provide details of their treatment procedure for fat reduction nor any fat loss data on permanent basis as claimed based on rigorous trial on statistically significant number of their patients. There were no scientific rationale or published literature references to support the treatment claimed.
32. **Saral Pathlab Private Limited:** The print advertisement's claim "Most Trusted Pathology Laboratory of Bihar In Terms of Quality and Services" was not substantiated. The advertiser did not provide any market survey data or any verifiable comparative data of the advertiser's laboratory and other similar pathology laboratories in Bihar, to prove that their laboratory is the more trusted as compared to all the others for quality and services to their clients, or through a third-party validation.
33. **Dr. Arora's Knee & Hip Surgery Clinic:** The print advertisement's claim "Honoured with Guinness World Record in the field of Joint Replacement", and "Honoured with Limca Book of Record in the field of Pinless Computer Navigated Knee Replacement", were not adequately substantiated. The CCC observed that the Guinness World Records was given for the largest gathering of joint replacement patients by Dr Prof Anil Arora and Prof Arora's Knee and Hip Surgery Clinic; however, the advertisement states that the award was given in the field of Joint Replacement which is a clear discrepancy from the award received. Further, it was observed that the Limca award reference dated February 22, 2013 was for an individual not the Clinic, for performing a Bilateral Total Knee Replacement on a patient from Meerut who had been bedridden for 30 years; this certificate had a disclaimer indicating that grant of the certificate does not guarantee an entry into Limca Book of records which was considered contradictory to the claim. The Advertiser did not provide any logistics details, nor details of the process as to how the awarding bodies (Guinness and Limca) arrived at their respective conclusion or assessed the medical treatment for Joint and Knee replacement surgeries, prior to granting the award.
34. **Gem Hospital:** The print advertisement's claim "You Can Find A Solution for Your Obesity Without Spending A Rupee" was not substantiated with supporting clinical evidence based on rigorous trials on patients successfully treated at the hospital.
35. **S5Health Care India Pvt Ltd-5S Health Care:** The print advertisement's claim, "Reduce your tummy 1 to 6 inches in 1 hour and Side effects free and Surgery less" were not substantiated with supporting clinical evidence.
36. **Manali Healthcare (Manali Piles Cure Churna) :** The print advertisement's claim, "Instant freedom from piles-warts-fissure-fistula pain and Relief is as soon as churana is consumed" were not substantiated with clinical

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evidence of product efficacy for the diseases claimed in statistically significant number of patients suffering from the advertised conditions being permanently cured by consumption of Churna. The product efficacy claims, the patient's testimonials, and product name (Piles Cure Churna) implying a cure for Piles were not substantiated and were misleading by exaggeration.

**37. Aakriti Slim:** The print advertisement's claim, "Non-surgical Lipoburst with American technique for the first time in India" and "Most Successful weight loss technique" were not substantiated. The CCC observed that LipoBurst technique has been promoted in India earlier by other clinics and the advertiser did not substantiate that they are the pioneers in introducing it in India, nor did they prove that it is better than all other weight loss techniques.

**The following 22 advertisements were considered to be, prima facie, in violation of The Drugs & Magic Remedies Act/ The Drugs & Cosmetics Rules, and are being referred to the Ministry of AYUSH:**

Sr	Brand/Product	Claim/s
1	A.H.IVF & Infertility Research Centre Pvt Ltd (AHIIRC)	<ul style="list-style-type: none"> <li>Fulfils the dream of becoming a mother</li> </ul>
2	Dr Upadhyay Hair & Skin Care	<ul style="list-style-type: none"> <li>Cure white spots permanently</li> </ul>
3	Juneja Clinic	<ul style="list-style-type: none"> <li>Effective from first day for discharge, premature ejaculation, masculine weakness, loose nerves, undeveloped organ, thin and sloppy organ, lack of sperm.</li> <li>Medicine for free if disease re-occurs.</li> </ul>
4	Dr Azad Ayurveda Clinic Pvt. Ltd	<ul style="list-style-type: none"> <li>Provides 100 % solution from Sexual disorder, venereal disease</li> </ul>
5	Jameel Shafakhana	<ul style="list-style-type: none"> <li>Successful treatment of impotence</li> </ul>
6	Shree SAI Anand Ayurvedic Panchakarma Chikitsalaya	<ul style="list-style-type: none"> <li>100% permanent cure for Thyroid, Hypo Thyroid, Hyper Thyroid, Goitre, Thyroid Cancer and Thyroid tablets</li> </ul>
7	Dr. Prashant (Krishna Ayurved And Homeopathy Clinic)	<ul style="list-style-type: none"> <li>Increase height</li> </ul>
8	Nawabi Dawakhana	<ul style="list-style-type: none"> <li>Successful treatment for premature ejaculation, nightfall, discharge and physical weakness due to masturbation, small, thin and sloppy organ, lack of hold back power, hardness and nil sperm and shot treatment of piles</li> </ul>
9	Nisarga Ayurvedic Medicine Research Center	<ul style="list-style-type: none"> <li>No Need of Angioplasty or Bypass Surgery</li> <li>Nisarga heart/ varicose veins care a divine medicine that acts like a sanjeevani</li> <li>Gangrene gets cured completely with Nisarga heart care</li> <li>Helps in controlling diabetes and blood pressure</li> <li>First of a kind research made globally that cures various diseases simultaneously with just one medicine</li> <li>The before and after visuals in the advertisement appear to be misleading (Varicose Veins)</li> </ul>
10	Thaliya Clinic Memo	<ul style="list-style-type: none"> <li>Bring happiness in married life</li> <li>An ayurvedic &amp; Unani formula with special hers &amp; rare bhasm to fill new vigour &amp; excitement in weak person which brings back happiness in married life</li> </ul>
11	Medikom Healthcare	<ul style="list-style-type: none"> <li>Sure shot treatment of childlessness, sex weakness, nil sperm</li> </ul>
12	Nirogya Clinic	<ul style="list-style-type: none"> <li>Successful treatment for all sexual problems</li> <li>Remove sex weakness due to any reason</li> </ul>
13	Oasis Ayurveda Eye Hospital	<ul style="list-style-type: none"> <li>Ayurveda Treatment to increase the eye vision of the children using spectacles and to eliminate spectacles over time</li> </ul>
14	Rajshahi Ayurveda	<ul style="list-style-type: none"> <li>Sure shot treatment of psoriasis</li> <li>Successful treatment of discharge, impotence, lack of sperm and piles</li> </ul>

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15	Tapasya Ayurveda & Panchakarma Hospital	<ul style="list-style-type: none"> <li>• Goodbye to Spectacles</li> <li>• Ayurveda treatment can keep the current vision intact and get back the lost vision to a limit through a 7 days medicine usage without causing problem to eyes</li> </ul>
16	Dr. Shah Homoeopathic Clinic and Research Center	<ul style="list-style-type: none"> <li>• Successful treatment of asthma</li> <li>• Hundreds of patients from country and abroad have been cured of all type of allergy and allergy of anything from its roots</li> </ul>
17	New Bombay Cancer Homeopathic Hospital	<ul style="list-style-type: none"> <li>• His procedure can cure Cancer</li> <li>• Boost our immune system, thus preventing any relapse</li> <li>• Kills the cancer cells by tagging them</li> </ul>
18	Gupta Health Clinic	<ul style="list-style-type: none"> <li>• Sure treatment of small organ, sloppy organ, less/ nil sperm, sex weakness due to childhood mistakes, nervousness about marriage, discharge, night fall, premature ejaculation, hot-urine(V.D), skin diseases</li> <li>• Increase height by 20 cm</li> <li>• Increase women's breast with assurance</li> <li>• Bleeding or chronic piles removed from roots with 1 injection</li> <li>• Money Back Assurance</li> </ul>
19	Dr. Solanki Cancer Care Hospital & Research Centre	<ul style="list-style-type: none"> <li>• U.P.'s first and only reliable Homeopathic Cancer Hospital and Research Centre for right treatment of cancer</li> <li>• Received International Award for Cancer Care Excellence</li> </ul>
20	Ayurvedic Neuro Hospital & Research Center	<ul style="list-style-type: none"> <li>• Honoured for Asia book of World Record in an event by Central Ayush Minister Sripad Nayak</li> </ul>
21	Dr. Care Homeopathy	<ul style="list-style-type: none"> <li>• Having Problem with Hepatitis? Get Rid with Homeo</li> <li>• Sexual Problems</li> <li>• Get Freedom with Homeo</li> <li>• Say Bye Bye to Infertility!</li> </ul>
22	Maharshi Vitiligo Center	<ul style="list-style-type: none"> <li>• India's Largest Vitiligo Chain</li> <li>• White spots can be completely cured</li> </ul>

## Personal

## Care

1. **San Sree Sanitary Napkin:** The print advertisement's claim, "100% Natural & Organic" was not substantiated with evidence for materials used in the product and is misleading by exaggeration. The advertiser did not provide a copy of product packaging, details of raw materials used for the product and their origin, nor any natural or organic certification for their advertised product.
2. **Visage Beauty & Health Care Pvt Ltd (O3+ Range of products):** The print advertisement's claim "India's number one skin care company since 2005" was not substantiated with any verifiable comparative data of on year basis for last 14 years of the advertiser's company and other similar skin care companies in India, to prove that it is in the leadership position (number one) in providing skin care products, or through a third party validation. The source for the claim was not mentioned in the advertisement.
3. **Goodcare Pharma Pvt Ltd (Goodcare Sun Shield Sunscreen (SPF-30)):** The print advertisement's claim "SPF 30" was inadequately substantiated. The CCC was of the opinion that the SPF values are required to be conclusively proven for in-vivo situation.
4. **Goodcare Pharma Pvt Ltd (Goodcare Sun Shield Sunscreen (SPF-50+)):** The print advertisement's claim "SPF 50+" was inadequately substantiated. The CCC was of the opinion that the SPF values are required to conclusively proven for in-vivo situation.

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5. **Syscom Organic World Private Limited (Organic Harvest Sunscreen SPF 30):** The print advertisement's claim, "SPF 30" appearing in the advertisement as on the pack visual, was not substantiated and is misleading by exaggeration. The advertiser did not provide a copy of the product label, copy of product approval licence, and product composition details. The advertiser also did not provide any evidence of presence of ingredients responsible for the claimed SPF value nor any technical test reports / third party reports on the in vivo test results for the SPF factor.
6. **Syscom Organic World Private Limited (Organic Harvest Sunscreen SPF 50):** The print advertisement's claim "SPF 50" appearing in the advertisement as on the pack visual, was not substantiated. The advertiser did not provide a copy of the product label, copy of product approval licence, and product composition details. The advertiser also did not provide any evidence of presence of ingredients responsible for the claimed SPF value nor any technical test reports / third party reports on the in vivo test results for the SPF factor.
7. **Syscom Organic World Private Limited (Organic Harvest Sunscreen SPF 60):** The print advertisement's claim "SPF 60", appearing in the advertisement as on the pack visual was not substantiated and is misleading by exaggeration. The advertiser did not provide a copy of the product label, copy of product approval licence, and product composition details. The Advertiser also did not provide any evidence of presence of ingredients responsible for the claimed SPF value nor any technical test reports / third party reports on the in vivo test results for the SPF factor.

### Others

**The CCC found that the claims in the following 19 advertisements were misleading and exploited consumers' lack of knowledge which could lead to widespread disappointment in the minds of consumers.**

1. **Times Internet Limited (TOI App):** The print advertisement's claim "India's Most Trusted News Brand" merely based on the Reuters Institute India Digital News Report is not justified. The claim is misleading by ambiguity, omission and exaggeration. It was observed that the survey sample covered only English-language news users with internet access, this restricted coverage of the survey is too important a detail to be covered under a disclaimer. The advertisement violates ASCI's Guidelines on Disclaimers.
2. **Timex India Quartz Group Ltd-Timex:** The print advertisement's claim "battery life of more than 10 years" was inadequately substantiated and is misleading. The CCC observed that the product uses lithium batteries with high ratings (55 mAh) and with a very low current draw. Based on this a theoretical calculation was provided in the certificate, which indicates that the battery life to be more than 10 years. The advertiser did not test battery performance deterioration with respect to higher operating temperatures and self-discharge from the battery. The advertiser should have provided detailed battery degradation characteristics and tested the battery's performance with number of hours of operation.
3. **Essjay Copier Pvt Ltd (Canon CMYK):** The print advertisement's claim "No.1 in Color Printing" was not substantiated with verifiable comparative data, to prove that it is in leadership position (No.1), in providing color prints, or through an independent third party validation.

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4. **Dreamworld Water Park:** The print advertisement's claim "South India's No.1 Water Park" was not substantiated with verifiable comparative data of the advertiser's water park and other water parks in South India, to prove that it is in leadership position (No.1), or through an independent third party validation.
5. **Malayala Manorama Co. Ltd (m4marry.com):** The print advertisement's claim "Most Trusted Matrimonial Website" was misleading as the advertiser did not submit any market survey data or any verifiable comparative data of their website and other similar matrimonial websites, to prove that they are more trusted as compared to all other matrimonial websites, or through a third party validation.
6. **Elgi Ultra Industries Ltd (Elgi Ultra Diet Cooker):** The print advertisement's claim "Reduces Approximately 30 Calories from Your One-time Rice" when read in conjunction with the statement "Henceforth you can eat your rice and stay healthy" positioned the product as a "Diet Cooker" which was misleading by exaggeration and implication.
7. **CAAN Wings Consultants Pvt Ltd :** The print advertisement's claim "India's No.1 Company with Highest Australia PR Visas since 2003" was not substantiated with verifiable comparative data of the advertiser and other Immigration service providers in India, on year on year basis since 2003, to prove that it is in leadership position (No.1) in providing highest Australian PR Visas, or through an independent third party validation. The source for the claim was not indicated in the advertisement.
8. **Carbon Footwear:** The print advertisement's claim "India's Favourite Brand" not substantiated with any verifiable comparative data or any market survey data of the advertiser's footwear brand and other footwear brands in India, to prove that their footwear is most favoured brand, or through a third-party validation. The source for the claim was not indicated in the advertisement.
9. **Landmark Housing projects Chennai Private Ltd:** The print advertisement's claim "Best Iconic Residential Tower 2018", was not substantiated. The advertiser did not provide copy of the award certificate, the details of the process as to how the selection for the award was done i.e. survey methodology, details of survey data, criteria used for evaluation, questionnaires used, names of other residential projects that were part of the survey, the outcome of the survey, and the details of the awarding organisations. The advertisement did not mention the RERA registration number which is mandatory and the claim was not qualified by mentioning the source and date of research, and is misleading by omission.
10. **Varun Motors Private Ltd:** The print advertisement's claim "India's No.1 Maruti Dealer", was not substantiated with any verifiable comparative data of the advertiser and other Maruti dealers in India, to prove that it is in leadership position (No.1) for sale of Maruti cars, or through a third-party validation.
11. **Vasanth and Co:** The print advertisement's claim "India's No.1 Dealer" was not substantiated with any verifiable comparative data of the market share by value/volume of the advertiser's company and other similar electronic dealers in India, to prove that it is in the leadership position (No.1), or through a third party validation.

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12. **Le Travenues Technology Private Limited (Ixigo):** The print advertisement's claim, "India's No.1 Travel App" was false and misleading by exaggeration as there was no adequate data provided to establish the advertiser's travel App to be in leadership position (No.1) in India.
13. **OVOT Private Ltd (Amstrad AC):** The print advertisement's claims, "India's first Wi-Fi air conditioner" and "Cools to 18 degree Celsius in 45 seconds" were not substantiated and are misleading by exaggeration. There advertiser did not substantiate with product performance report for room cooling.
14. **Vishal Water World Private Limited (Aquatica Water Park):** The print advertisement's claim, "Eastern India's largest water park" was not substantiated with any market survey data, or any verifiable comparative data of the advertiser's water park and other water parks in Eastern India, to prove that they are larger than all the rest, or through a third-party validation.
15. **ACT (Atria Convergence Technologies Ltd.) (ACT Fibernet):** The print advertisement's claim, "India's Largest and Chennai's Favourite Fiber Broadband Network" was not substantiated. The advertiser did not provide any verifiable comparative data or any market survey data of the broadband network to support that they are the most favoured or preferred over other service providers in Chennai, or through a third-party validation.
16. **Sahu Air Cooler:** The print advertisement's claim, "No.1" was not substantiated with the source of the claim along with any verifiable comparative data of the advertiser's product and other air cooler products, to prove that they are in a leadership position (No.1) for the product's market share by value or by volume or through a third party validation. The source for the claim was not mentioned in the advertisement.
17. **Navodaya Mass Entertainments Ltd (Kishkinta):** The print advertisement's claim, "India's No.1 Theme Park" was not substantiated with the source of the claim along with any verifiable comparative data of the advertiser's theme park and other similar theme parks in India, to prove that it is in the leadership position (No.1), or through a third-party validation.
18. **Gupta Builders & Promoters Pvt Ltd (GBP Centrum):** The print advertisement's claim, "the Real Estate Leader of Northern Region" was misleading by exaggeration. The advertiser did not have any basis to make a leadership claim based on the award.
19. **Reliant Aqua Pvt Ltd (Reliant Aqua):** The print advertisement's claim, "Copper has benefits like protection from cancer disease and Helps in reducing cholesterol" was not substantiated with any scientific rationale or any published scientific journal references to support the claims.

### 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

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such as Print, TV, Radio, hoardings, SMS, Emailers, Internet / web-site, 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).

**For further information, please contact:**

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