

A/82017/PO/PI/69

The Advertising Standards Council of India  
(Ms Shweta Purandare, Secretary General)  
717/B AURUS Chambers, SS Amrutwar Marg  
Worli Mumbai-40018

22 Jul 2019



**OBSERVATION AGAINST OBJECTIONABLE TV AD OF PANBAHAR PANMASALA**

1. Refer the following :-

(a) Letter dated 17 June 19 received from Mr Chandra Kanti Paul of Satyodya Sakar Samiti, Varanasi, UP (copy enclosed).


(b) Email dated 15 July 19 received from Professor AK Bajpai of Govt Autonomous Science College, Jabalpur, MP (copy enclosed).

2. The above mentioned complaints have brought to our notice that on various TV Channels, an objectionable TV ad of Panbahar Panmasala is being shown that portrays some Army uniform wearing persons sitting in Army vehicles, playing with a football and finally taking out a tin of Panbahar and chewing it. The ad also shows military helicopters hovering around. The advertisement ends with a dialogue 'Panbahar Panmasala Pahchan Kamyabi Ki'. For your reference a web-link of the advertisement in youtube is being given here.

<https://www.youtube.com/watch?v=KcNU0mFtr-8>

3. This ad conveys a wrong message to our youth in particular and society in general about the Indian Army that it endorses chewing of Panmasala which is in contravention of its ethos. Such type of ads bring negative publicity to the highly disciplined organisation like Indian Army and misguide youth of the nation. Also, this ad is in violation of 'The Emblems and Names (prevention of Improper Use) Act, 1950.

4. In view of the above, it is requested that concerned ad agency be directed to take down this ad with immediate effect. Also, any ad agency producing such ads which depict the actors in Army uniforms while endorsing a particular brand be directed to seek concurrence from this Additional Directorate before putting out the ad in open domain.

  
(Sachin Ujjwal)  
Lt Col  
GSO1 (PM)  
for ADGPI

**Enclosure** : As above.

**Copy to** :-

MoD D (GS-III) - It is requested that Ministry of I&B be approach<sup>ed</sup> for necessary action.