

## ASCI Board appoints Partha Sinha as new Chairman

**Mumbai, September 4, 2024:** Post the board meeting held today following the 38<sup>th</sup> Annual General Meeting, the Advertising Standards Council of India (ASCI) appointed Mr. Partha Sinha, President & Chief Brand Officer of Bennett Coleman & Company Limited, as the Chairman of the ASCI Board of Governors for 2024-25. Mr. Sudhanshu Vats, Managing Director Designate, Pidilite Industries Limited, was appointed Vice-Chairman, and Mr. S. Subramanyeswar, Group CEO & Chief Strategy Officer-APAC, MullenLowe Lintas Group was appointed Hon. Treasurer.

Mr. Sinha comes with a rich and vast experience with top organisations such as Bennet Coleman, Ogilvy, Publicis, BBH, McCann, and Citibank, along with his stronghold of brand marketing, media, and communications.

**Mr. Partha Sinha** expressed a compelling vision for ASCI. "Being the chairperson of ASCI is both an honour and a profound responsibility, especially as our industry is under greater scrutiny by our stakeholders. With rapid changes in the digital environment and the emergence of new challenges. ASCI is committed to not just keeping up but to staying ahead. Deploying technology and AI to monitor errant advertising as well as putting our might behind preventive measures will be our focus in the days to come. This will ensure that creativity and responsibility coexist, creating an ecosystem that values consumers and encourages innovation."

Reflecting on his term, outgoing Chairman **Mr. Saugata Gupta** said, "Leading ASCI through a period that witnessed significant development and change has been a privilege. This year has been marked by historic milestones, including the formation of the ASCI Academy, which has become a cornerstone in promoting responsible and progressive advertising. Our commitment to training and capacity building, creating new direction via our thought leadership work, reflects a culture of responsibility from the ground up."

ASCI has made great progress in terms of its achievements and strategic initiatives during the year, reinforcing its commitment to the proactive work since the start of ASCI Academy. The Academy's expansion is an important aspect of ASCI's initiatives, and it is quickly becoming an active proponent of industry training and education. Since its inception, the Academy has expanded to encompass over 75 alliances and, through its training and education, successfully impacted 33,300 new and emerging professionals, firmly anchoring ethical principles deeply within the advertising community.

ASCI has also actively engaged in research and thought leadership through collaborative projects. Notable among these were partnerships with Khaitan & Co. on a white paper on the influence of generative AI on advertising, with the UN Women- led Unstereotype Alliance and lead research agency Kantar on D&I in India, as well as with Lexplosion for an in-depth understanding of privacy and data protection."

In the past year, ASCI actively co-hosted and participated in several stakeholder and government consultations to address and discuss issues like dark patterns, green claims, and surrogate advertising.

ASCI updated and introduced new guidelines on an array of categories this year, including deceptive patterns, charitable cause marketing, and green claims ads, among others. These changes keep the ASCI Code current in the face of the changing industry dynamics and consumer expectations.

ASCI's rigorous complaint redressal and monitoring operations this year included processing over 10,000 complaints and reviewing over 8,200 advertisements, affirming its role as a vigilant guardian of the advertising industry.

ASCI remains dedicated to advancing ethical, inclusive, and transparent advertising.

### **About the Advertising Standards Council of India (ASCI)**

The ASCI, established in 1985, is committed to the cause of self-regulation in advertising, ensuring the protection of consumer interests. 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, point of sale material, etc. ASCI has collaboratively worked with various government bodies, including the Department of Consumer Affairs (DoCA), the Food Safety and Standards Authority of India (FSSAI), the Ministry of AYUSH, and the Ministry of Information and Broadcasting (MIB). In August 2023, the ASCI Academy, a flagship program of ASCI, was launched to build the capacity of all stakeholders to create responsible and progressive advertising. ASCI Academy aims to raise standards of advertising content through training, education, outreach, and research on the preventive aspects of advertising self-regulation.

# PRESS RELEASE



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