

NO. 41015/1/2014-BC-I  
GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION & BROADCASTING  
'A' WING, SHASTRI BHAWAN,  
NEW DELHI – 110001

Dated 26<sup>th</sup> June, 2014

To

All TV Channels

Sub: **Complaint against advertisement on "Zaitoon Tara Edible Oil" telecast on TV channels**

Sir/Madam,

It has been brought to the notice of the Ministry of Information and Broadcasting that a Channel carried an advertisement on 23<sup>rd</sup> April, 2013 at 22.30 hours pertaining to "Zaitoon Tara Edible Oil". The advertisement claims that edible oil prevents cancer, diabetes, acidity cholesterol etc. which is in violation of Rule 7(5) of the Advertising Code.

2. The Consumer Complaints Council (CCC) of Advertisement Standard Council of India (ASCI), in its' meeting, took up the issue and concluded that the claim, "edible oil prevents cancer, diabetics, acidity, cholesterol, etc." was not substantiated and was misleading. It further held that claims regarding prevention of cancer, diabetes by consumption of edible oil was in breach of the law as it violated the Drug & Magic Remedies Act. The advertisement also contravened Chapter I.1, I.4 and III.4 of the ASCI Code for Self regulation in Advertisement.

3. The complaint was, accordingly, **upheld** by the Consumer Complaints Council of ASCI. The advertiser was asked to comply the decision of ASCI by 26<sup>th</sup> September, 2013. ASCI has now reported vide their letter dated 3<sup>rd</sup> February, 2014 that the decision of CCC was not complied with by the advertiser. Non-compliance of the ASCI decision by the Advertiser also contravenes **the Rule 7 (9)** of the Cable TV Network Act which specifically states that "No advertisements which violates the code for self-regulation in advertising, as adopted by the Advertising Standard Council of India (ASCI), Mumbai for public exhibition in India, from time to time, shall be carried in the Cable service".

3. In view of the above, all TV channels are hereby advised not to carry the said advertisement henceforth in their respective channel and to ensure strict compliance of the aforesaid Rules & Advertisement Codes.

Yours faithfully,

*Neeti*  
26/6/14

[Neeti Sarkar]  
Director(BC)

Tele # 2338 6536

(नीति सारकार)  
(NEETI SARKAR)  
निदेशक/Director  
सूचना एवं प्रसारण मन्त्रालय  
Min. of Information & Broadcasting  
नयाँ दिल्ली, नई दिल्ली  
Govt. of India, New Delhi

Copy for necessary action to:

1. Shri K.V. L. Narayanarao, Presedent, News Broadcasters Association (NBA), ME-5, Sah Vikas Apartment, 68 Patparganj, Delhi-110092.
2. Shri Man Jit Singh Preseident, Indian Braodcasting Foundation(IBF) B-304, III Floor, Ansal Plaza, Khelgaon Marg, New Delhi-110049.

Copy for information to:

1. Ms. Sweta Purandare, Secretary General, ASCI, 219 Bombay Market, 78, Tardeo Road, Mumbai-400034 w.r.t letter dated 3.2.2014.

*Neeti*  
26/6/14  
**[Neeti Sarkar]**  
**Director(BC)**  
**Tele # 2338 6536**

(नीति सरकार)  
(NEETI SARKAR)  
निदेशक/Director  
सूचना एवं प्रसारण मन्त्रालय  
Min. of Information & Broadcasting  
भारत सरकार, नई दिल्ली  
Govt. of India, New Delhi