

**F. No. N- 4407/10/2014-BC-I**  
**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION & BROADCASTING**  
**'A' WING, SHASTRI BHAWAN,**  
**NEW DELHI – 110001**

Dated 21<sup>st</sup> August, 2014

**ADVISORY**

Whereas, it has been brought to the notice of the Ministry of Information and Broadcasting by the Advertising Standards Council of India, (ASCI) that various Channels carried certain objectionable Advertisements as per **Annexure 1**. While deliberating on the complaints received in ASCI, Consumer Complaint Council (CCC) observed that the advertisements made unsubstantiated claims and violated the provisions of code for self-regulation as well as provisions of Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954. Therefore, the complaints were UPHELD by CCC.

2. Whereas, non-compliance of ASCI's Code of Self-regulation in Advertising is a violation under Rule 7(9) of Advertising code under Cable Television Networks (Regulation) Act, 1995 and Rules 1994. Since non-compliance of ASCI's decision was reported by ASCI, the matter was placed before IMC for its consideration.

3. Whereas, the IMC observed that the complaints upheld by ASCI and not complied by the Advertiser/ Advertising Agency on TV channels would result in violation of Rule 7 (9) of the Advertising Code as contained in the Cable Television Network Rules 1994 which states that "No advertisement which violates the Code of self-regulation in advertising, as adopted by Advertising Standard Council of India (ASCI), Mumbai for public exhibition in India, from time to time, shall be carried in the cable service". Therefore, any violation of ASCI Code also violates the Advertising Code enshrined in Cable Television Networks (Regulation) Act, 1995 and Rules 1994. Hence, ASCI's decisions are bound for compliance by the advertisers and such advertisements as found violative by ASCI cannot be carried on TV Channels. IMC also observed that ASCI has pointed to possible violation of the provisions of the Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954 and rules 1955. Hence IMC recommended to advise all channels not to telecast the said advertisements as found violative by ASCI. Competent Authority has accepted the recommendation.

4. Now, therefore, all TV channels are hereby advised not to carry the said advertisements as per Annexure 1, henceforth in their respective channels and to ensure strict compliance of the aforesaid Rules & Advertisement Codes.

  
**[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

Copy for necessary action to:

- (i) Shri K. V. L. Narayanrao, President, News Broadcasters Association (NBA), ME-5, Sah Vikas Apartment, 68 Patparganj, Delhi-110092
- (ii) Shri Man Jit Singh, President, Indian Broadcasting Foundation (IBF), B-304, III Floor, Ansal Plaza, Khelgaon Marg, New Delhi 110049
- (iii) All TV Channels.

Copy for information to:

- (ii) Ms. Shweta Purandare, Secretary General, ASCI, 219, Bombay Market, 78, Tardeo Road, Mumbai- 400034.

*Neeti*  
21/8/14

**[Neeti Sarkar]**  
**Director (BC)**

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## Annexure I

### List of Advertisements violating advertising code and advertiser not complying with ASCI's decision.

<b>Product category: Skin Fairness Cream</b>		
<b>S.No</b>	<b>Product Advertised/ Claims made</b>	<b>Consumer Complaints Council (CCC) Decision &amp; due date for compliance</b>
1.	<b>Fair Look Cream (TV- Mall)</b> In the advertisement the black faces shown are doctored using computer and cannot be real faces and fooling people to believe that by using "Fair Look" people have become fair. This is a wrong claim by the company and in fact people who are saying that they were dark earlier and became fair after using "Fair Look" have a personal beneficial.	The CCC viewed the TVC and concluded that the Ad tends to create by implication, a perceived inadequacy of a physical attribute, in this case the colour of the skin, which could be objectionable to a large number of young women in India. Also the fairness claims made in the TVC were not substantiated. The advertisement contravened Chapter 1.1 and Chapter 1.5 (d) of the Code. The complaint was <b>UPHELD and compliance requested by 11<sup>th</sup> October, 2013.</b>
2.	<b>Fairpro (Telemart Shoppi Network Pvt. Ltd)</b> - The advertisement shows Fairpro "Brightens up the complexion of dark skinned people in a very short time". Projection of dark skin as something ugly or repulsive in the advertisement is objectionable. It portrays dark colour more as disability both in terms of physical beauty and even in professional and personal life. Many such false testimonials have been shown.	The CCC concluded that the claims in the TVC and the testimonials were not substantiated and were misleading by exaggeration. Also the ad derides the colour of the skin. The advertisement contravened Chapters 1.1., 1.4 and III.1 (b) of the Code. The complaint was <b>UPHELD and compliance requested by 04<sup>th</sup> November, 2013.</b>
3.	<b>Ayurvedic Roopamri (Fairness Cream/Gel WWS Skyshop P. Ltd)-</b> The advertisement shows the fairness product is used to brighten up the complexion of dark skinned people in a very short time" The advertisement is demeaning to people with a dark skin tone as it portrays only fair skinned people achieving professional success.	The CCC concluded that the claims made in the TVC were not substantiated. Also, the Ad tends to create by implication a perceived inadequacy of a physical attributes, in this case the skin complexion, which could be objectionable to Chapters 1.1 and 1.5 (d) of the Code. The complaint was <b>UPHELD</b> and compliance requested by 30 <sup>th</sup> August 2013.
4.	<b>Celebrity Lift (R.T.C. Enterprises)-</b> This advertisement "Fairness of skin", promises to remove wrinkles and double chin" This advertisement is exploiting the vulnerable situation of the people and is misleading.	The CCC concluded that the claims, "Fairness of skin", and "removes wrinkles and double chin", were not substantiated, and the claims were misleading by exaggeration. The advertisement contravened Chapters 1.1 and 1.5 of the Code. The complaint was <b>UPHELD</b> and compliance requested by 24 <sup>th</sup> October 2013.
5.	<b>GLO Intense Brightening System B. Lab-</b> Ad makes an impression and suggests that use of the cream lead to fairness of skin in human beings and it promises to remove wrinkles and double chin, which is misleading. This advertisement is exploiting the vulnerable situation of people.	The CCC concluded that the claims made in the TVC were not substantiated and were misleading by ambiguity. The advertisement contravened Chapters 1.1 and 1.4 of the Code. The complaint was <b>UPHELD</b> and compliance requested by 12 <sup>th</sup> November 2013.

**Product category: Yantra/Black Magic**

1.	<b>Rashi Ratan Topaz Ring (Quick Telemall Marketing Pvt. Ltd.)-</b> "If Sagittarians wear Rashi Ratan Topaz Ring. It can assure male child".	The CCC concluded that the claim, "If Sagittarians wear Rashi Ratan Topaz Ring, it can assure male child", was not substantiated. Also, the claim appears to be a gross exaggeration which is likely to lead to grave or widespread disappointment in the minds of the consumers. The advertisement contravened Chapters 1.1 and 1.5 of the Code, The Complaint was <b>UPHELD</b> and compliance requested by 21st December 2009
2.	<b>Chole wale Hanuman Ji (Telemart shop Network Pvt. Ltd.)-</b> The advertisement shows some TV actors claiming that if they buy the Chole wale Hanuman ji product, it would help the buyer to get rid of the all the problems in their life. The assurance was very high and there were a lot of guarantees being made by the TV stars.	The CCC concluded that the claims in the TVC were not substantiated and were so exaggerated as to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Lchapters 1.1 and 1.5 of the ASCI Code. The complaint was <b>UPHELD</b> and compliance requested by 28th November 2013.
3.	<b>Maha Dhan Lakshmi Yantram-Shri Maha Dhan Lakshmi Yantram</b> 'brings wealth into one's life. Keeping the yantra in one's house pleases Goddess of wealth Laxmi an thus helps an individual to get 'Gupt Dhanam' (money through secret means) and Ravalasina Dhanam (money that was supposed to be paid but has been held back for some reasons). Some actors posing as beneficiaries of this yantram tell how the product helped in improving their financial condition.	The CCC concluded that the claims mentioned in the TVC were not substantiated. Also, the claims appeared to be gross exaggerations and likely to lead to grave or widespread disappointment in the minds of the consumers. The advertisement contravened Chapters 1.1 and 1.5 of the Code. The complaint was <b>UPHELD</b> and compliance requested by 04 <sup>th</sup> July 2013.
4.	<b>ShubhDhan Varsha (Quick Telemall Marketing Pvt. Ltd.)-</b> "By establishing the kit you will start earning more and more money", " All your financial problems would be solved", "The product has some sort of Divya Shakti".	The CCC concluded that the claims mentioned in the TVC were not substantiated. Also, the claims appeared to be gross exaggerations and likely to lead to grave or widespread disappointment in the minds of the consumers. The advertisement contravened Chapters 1.1 and 1.5 of the Code. The complaint was <b>UPHELD</b> and compliance requested by 18 <sup>th</sup> September 2013.
5.	<b>Saral Vaastu-</b> The ad is telecast daily on the news channel by the heading of "Saralavastu" promotes vastu which is spreading blind belief and superstition and this is in complete violation of the advertisement code particularly Rule & sub clauses 5.	The claims were misleading and appeared to be gross exaggerations likely to lead to grave or widespread disappointment in the minds of the consumers. Also, the TVC was in Breach of the law as it violated The Cable Television Networks Rules, Advertising Code Clause 7.5. The advertisement contravened Chapters 1.1, 1.5 and III.4 of the ASCI Code. The Complaint was <b>UPHELD</b> and compliance requested by 27 <sup>th</sup> January 2014.
6.	<b>Sampoarana Vastu Shanti Sangreh (AAA Teleshopping Pvt. Ltd.)</b> - The advertisement shows that some TV actors claim that this product will do Miracles and will remove all the sorrows of the buyers of this product.	The CCC reviewed parts of the TVC and concluded that the claims mentioned in the TVC were not substantiated. Also, the claims appeared to be gross exaggerations and likely to lead to grave or widespread disappointment in the minds of the consumers. The advertisement contravened Chapters 1.1 and 1.5 of the Code. The complaint was <b>UPHELD</b> and compliance requested by 07 <sup>th</sup> January 2014

7.	<p><b>(Bhairavi Sadhana) Devishree Foundation Trust-</b> The claims are misleading and appeared to be gross exaggerations likely to lead to grave or widespread disappointment in the minds of the consumers.</p>	<p>TVC appear to be in violation of The Cable Television Networks (Regulation) Act. Also, the TVC was in Breach of the law as it violates the Cable Television Networks Rules, Advertising Code Clause 7.5. The advertisement contravened Chapters 1.1, 1.5 and III.4 of the ASCI code. The Complaint was <b>UPHELD</b> and compliance requested by 13<sup>th</sup> February.</p>
<p><b>Product category: <u>Magical curing of Ailments</u></b></p>		
1.	<p><b>Amritras (Tele Trade Shopping)-</b> The advertisement asserts that the product advertised has special miraculous qualities to cure ailments and improve one's life and give results in specified time.</p>	<p>This advertisement violates Rule-7(5) of the Advertising Code prescribed under "The Cable Television Networks Rules, 1994. The CCC reviewed parts of the TVC and concluded that the claims mentioned in the TVC were not substantiated. Also, with respect to claims related to diabetes, the advertisement was in Breach of the law as it violated the Drugs &amp; Magic Remedies Act. The advertisement contravened Chapters 1.1 and III.4 of the Code. The Complaint was <b>UPHELD</b> and compliance requested by 3<sup>rd</sup> October 2013.</p>
2.	<p><b>Shaktivardhan Vaccume Threapy and Oil (Vegan Skyshop)-</b> The advertisement of this product/device makes an impression an it suggests &amp; is calculated to lead to the use of such products as for the cure, mitigation, treatment or prevention of disorder/ condition of sexual impotence, premature ejaculation and spermatorrhoea and for the improvement in size and shape of the sexual organ, erectile dysfunction &amp; maintenance of erection of sexual organ in human being and thereby improvement of capacity of human beings for sexual pleasure</p>	<p>In the absence of comments from the Advertiser, the CCC concluded that the claims mentioned in the Ad were not substantiated. Also, the advertisement was in Breach of the law as it violated The Drugs &amp; Magic Remedies Act. The advertisement contravened Chapter 1.1 and III.4 of the Code. The complaint was <b>UPHELD</b> and compliance requested by 12<sup>th</sup> November 2013.</p>
3.	<p><b>SandhiSudha Oil (Telemart Shopping Network Pvt. Ltd.)-</b> "SandhiSudha Oil cures joint pains as well as arthritis, etc."</p>	<p>Ad violates the Drug and Magic remedies Act. The CCC concluded that the claim, "cures joint pains as well as arthritis", was not substantiated. Also, the advertisement was in Breach of the law as it violated the Drugs &amp; Magic Remedies Act. The advertisement contravened Chapters 1.1 and III.4 of the Code. The complaint was <b>UPHELD</b> and compliance requested by 24<sup>th</sup> June 2013.</p>
4.	<p><b>MadhuSanjivani (JMD Teleshopping) -</b> "Provides 100% cure for Diabetes" "Madhusanjeevani ingredient is imported from Africa" claims curing and relieving diabetes upto 100%. Diabetes is a non- curable disease.</p>	<p>The CCC concluded that the claims, "Provides 100% cure for Diabetes", "Madhisanjeevani ingredient is imported from Africa", were not substantiated. Also, the advertisement was in Breach of the law as it violated The Drugs &amp; Magic Remedies Act.</p> <p>The advertisement contravened Chapters 1.1 and III.4 of the Code. The complaint was <b>UPHELD</b> and compliance requested by 28<sup>th</sup> August 2013.</p>

5.	<p><b>MadhurMilap (Sogo Telemarketing)</b>- Ad asserts that the product advertised has special miraculous qualities to cure ailments and improve one's life and give results in specified time. It has also been observed that the advertisement is extremely vulgar and offensive.</p>	<p>This advertisement violates Rule-7(5) of the Advertising Code prescribed under The Cable Television Networks Rules, 1994. The CCC reviewed parts of the TVC and concluded that the claims mentioned in the TVC for MadhurMilap (powder, oil, prash) were not substantiated. Also, the advertisement was in Breach of the law as it violated The Drugs &amp; Magic Remedies Act. The advertisement contravened Chapters 1.1 and III.4 of the Code. The complaint was <u>UPHELD</u> and compliance requested by 8<sup>th</sup> October 2013.</p>
6.	<p><b>Musli Power X-Tra (Kunnath Pharmaceuticals)</b>- The advertisement asserts that the product advertised has special miraculous qualities to cure ailments and improve One's life and give results in specified time</p>	<p>The CCC reviewed parts of the TVC and concluded that the claims mentioned in the TVC were not substantiated. Also, the claims in the advertisement implying enhancement of sexual pleasure was in Breach of the law as it violated The Drugs &amp; Magic Remedies Act. The advertisement contravened Chapters 1.1 and III.4 of the Code. The complaint was <u>UPHELD</u> and compliance requested by 8<sup>th</sup> October 2013.</p>
7.	<p><b>Sanyasi Ayurveda</b>- The advertisement asserts that the product advertised has special miraculous qualities to cure ailments and improve one's life and give results in specified time.</p>	<p>This advertisement violates Rule-7(5) of the Advertising Code prescribed under 'The Cable Television Networks Rules, 1994. The CCC reviewed relevant portions of the revised version of the TVC submitted by the advertiser, and concluded that the claims mentioned in the TVC were not substantiated. Also, the claims appeared to be gross exaggerations and likely to lead to grave or widespread disappointment in the minds of the consumers. The advertisement contravened Chapters 1.1 and 1.5 of the Code. The Complaint was <u>UPHELD</u> and compliance requested by 21<sup>st</sup> October 2013.</p>
8.	<p><b>Deemark Mass Gainer and Muscle Builder (Teleshopping)</b>- The advertisement asserts that the product advertised has special miraculous qualities to cure ailments and improve one's life and give results in specified time.</p>	<p>This advertisement violates Rule – 7(5) of the Advertising Code prescribed under 'The Cable Television Networks Rules, 1994. The CCC reviewed parts of the TVC and concluded that the claims mentioned in the TVC were not substantiated. Also, the claims appeared to be gross exaggerations and likely to lead to grave or widespread disappointment in the mind of the consumers. The advertisement contravened Chapters 1.1 and 1.5 of the Code. The Complaint was <u>UPHELD</u> and compliance requested by 8<sup>th</sup> October 2013.</p>
9.	<p><b>Madhunashni (Sogo Telemarketing)</b>- The advertisement asserts that the product advertised has special miraculous qualities to cure ailments and improve one's life and give results in specified time</p>	<p>This advertisement violates Rule-7(5) of the Advertising Code prescribed under 'The Cable Television Networks Rules, 1994. The CCC reviewed parts of the TVC and concluded that the claims mentioned in the TVC were not substantiated. Also, the claims appeared to be gross exaggerations and likely to lead to grave or widespread disappointment in the minds of the consumers. The advertisement contravened Chapters 1.1 and 1.5 of the Code. The complaint was <u>UPHELD</u> and compliance requested by 8<sup>th</sup> October 2013.</p>

10.	<b>Diet &amp; Fit-</b> The advertisement asserts that the product advertised has special miraculous qualities to cure ailments and improve one's life and give results in specified time.	The CCC reviewed parts of the TVC and concluded that the claims mentioned in the TVC were not substantiated. Also, specific to the claims regarding obesity, the advertisement was in Breach of the law as it violated The Drugs & Magic Remedies Act. The advertisement contravened Chapter 1.1 and III.4 of the Code. The complaint was <b>UPHELD</b> and compliance requested by 8 <sup>th</sup> October 2013.
11.	<b>Via Gold Energy Powder-</b> TVC shows various images of men and women in kissing and compromising positions and during the end of it, it clearly states that this powder is to enhance sexual energy in men and women. TVC states that this powder is to enhance sexual energy in men and women.	The advertisement was in Breach of the law as it implies a product benefit meant to enhance sexual pleasure and violated the Drugs & Magic Remedies Act. The Advertisement contravened Chapter III.4 of the Code. The Complaint was <b>UPHELD</b> and compliance requested by 8 <sup>th</sup> October, 2013.
12.	<b>Power Magnetic Bracelt (Shreeji Marketing)-</b> The advertisement of this product makes an impression and it suggests & is calculated to lead to the use of this product for Perfect cure for blood Pressure and there by cure for Diabetes, joint pain etc. and also helps in curing other health condition of person & it provided various health benefits in human beings: which is misleading. The advertisement is exploiting the vulnerable situation of ill people, who actually require expert medical attention.	The CCC concluded that the claims in the Ad were not substantiated, were misleading and appeared to be gross exaggerations likely to lead to grave or widespread disappointment in the minds of the consumers. The TVC was in Breach of the law as it violated The Cable Television Networks Rules, Advertising Code Clause 7.5. Also, specific to the claim related to blood pressure and diabetes, the Ad was in Breach of the law as it violated The Drugs & Magic Remedies Act. The Advertisement contravened Chapter 1.1, 1.4, 1.5 and III.4 of the Code. The Complaint was <b>UPHELD</b> and compliance requested by 17 <sup>th</sup> February, 2014.
13	<b>Dettol TVC-</b> Reckitt Benckiser released a TV Commercial which claims that Dettol protects your family from more than 100 disease causing germs.	This was complained against on a Fast Track Complaint basis. The Fast Track Consumer Complaints Council (FTCC) concluded that the TVC misleads the consumer, by implication and ambiguity into believing that all product under the brand name Dettol have the same properties as that of Dettol antiseptic liquid i.e. " Dettol aapke pariwar ko100 se bhi jyada bimari phaylane waale kitano se bachata hai...". With supter" PROTECTS FROM 100 GERMS". This is misleading and therefore, this complaint was UPHELD as it contravened Chapter 1.4 of the ASCI Code.
14.	<b>Tulsi Amrit Private Limited 9Tulsi Amrit)-</b> The advertisement claims very high result of their Ayurvedic preparation made from Tulsi plant by Anil Bansal, Vedic Upchar Sansthan. It's impossible for a few Tulsi drips to rejuvenate the body, improve relationships, etc.	The CCC reviewed the relevant portions of the TVC. In the absence of comments from the Advertiser, the CCC concluded that the claim made in the Ad was not substantiated. Specific to claims related to heart diseases, leprosy etc., and the advertisement was in breach of the law as it violated the Drugs and Magic Remedies Act. The advertisement contravened Chapters 1.1 and III.4 of the Code. The Complaint was <b>UPHELD</b> and compliance requested by 19 <sup>th</sup> November, 2013
15.	<b>Brain Smart GTM teleshopping Pvt. Ltd.-</b> This Ad suggests and is calculated to lead to the use of such products for the improvement of capacity of Human Brain/ Mental condition and the ad appears to contravene the Drugs and Magic Remedies Act.	The CCC reviewed the TVC that describes that the product is useful in case of disorder of brain function. The advertiser did not provide clinical data with proof of efficacy for the claims made in the TVC. The CCC concluded that the claim that Brain Smart "improves capacity of Human Brain/ Mental condition", was not substantiated and was misleading by ambiguity. Also, the advertisement

		was in Breach of the law as it violated The Drugs & Magic Remedies Act. The advertisement contravened Chapters 1.1, 1.4 and III.4 of the Code. The Complaint was <u>UPHELD</u> and compliance requested by 4 <sup>th</sup> December, 2013
16.	<b>Mellitus Capsules</b> - This Ad suggests and is calculated to lead to the use of such products for cure, mitigation, treatment or prevention of diabetes in human beings and the ad appears to contravene the Drugs and Magic Remedies Act.	The CCC concluded that the claim regarding treatment of diabetes was not substantiated. The advertisement contravened Chapter 1.1 of the Code. The complaint was <u>UPHELD</u> and compliance requested by 4 <sup>th</sup> December, 2013.
17.	<b>Love Forever Capsules (Teleone Consumer Products Pvt. Ltd.)-</b> The Ad makes claims which need to be substantiated by scientific data or clinical trials. Also the ad is in violation of the Drugs and Magic Remedies Act.	The CCC concluded that the claims were not substantiated. Also, the advertisement positioning the product for enhancement of sexual pleasure was in Breach of the law as it violated The Drugs & Magic Remedies Act. The advertisement contravened Chapters 1.1 and III.4 of the Code. The Complaint was <u>UPHELD</u> and compliance requested by 10 <sup>th</sup> January, 2014
18	<b>Body Growth IshguruHitech Natural Care Products-</b> The Ad claims Body Growth Helps in height growth", "It is purely Ayurvedic", guarantees 1005 positive results", it has no side effects".	The CCC concluded that the claims were not substantiated. Also, specific to the claim related to height growth, the Ad was in Breach of the law as it violated The Drugs & Magic Remedies Act. The advertisements contravened Chapters 1.1 and III.4 of the Code. The complaint was <u>UPHELD</u> and compliance requested by 7 <sup>th</sup> February, 2014.
19.	<b>Full Stop Anti Addiction Powder (GTM Teleshopping P. Ltd.)-</b> The advertisement asserts that the product advertised has special miraculous qualities to cure ailments and improve one's life and give results in specified time.	The CCC reviewed parts of the TVC and concluded that the claims mentioned in the TVC were not substantiated. Also, the claims appeared to be gross exaggerations and likely to lead to grave or widespread disappointment in the minds of the consumers. The advertisement contravened Chapters 1.1 and 1.5 of the Code. The complaint was <u>UPHELD</u> and compliance requested by 10 <sup>th</sup> October 2013.
20.	<b>Addiction Killer (S.K. Shopping Pvt. Ltd.)-</b> The advertisement asserts that the product advertised has special miraculous qualities to cure ailments and improve one's life and give results in specified time. This advertisement violates Rule- 7(5) of the Advertising Code prescribed under- 'The Cable Television Networks Rules, 1994.	The CCC reviewed relevant portions of the TVC and concluded that the claims mentioned in the TVC were not substantiated. Also, the claims appeared to be gross exaggerations and likely to lead to grave or widespread disappointment in the minds of the consumers. The advertisement contravened Chapters 1.1 and 1.5 of the Code. The complaint was <u>UPHELD</u> and compliance requested by 7 <sup>th</sup> October, 2013.
21.	<b>Vedic Amrut (Vedic Remedy Centre)-</b> Vedic Amrut gives freedom from multiple ailments – Constipation, uterus fibroids, Sinus, Allergy, Obesity, thyroid, heart ailments, Blood sugar, Varicose Veins, Muscular Pain, Impotency, Breast enhancements etc.	The claims were not substantiated with proof of efficacy. Also, specific to the claims related to heart ailments, obesity, impotency and Breast enhancements, the Ad was in Breach of the law as it violated The Drugs & Magic Remedies Act. The advertisement contravened Chapters 1.1 and III.4 of the Code. The Complaint was <u>UPHELD</u> and compliance requested by 11 <sup>th</sup> February, 2014
22.	<b>(Energy Prash) AAA Teleshopping P. Ltd.</b> -"Energy Prash increases Oxygen in the blood, improves immunity, improves Vitality, brings back your youthfulness".	The CCC concluded that the claims were not substantiated. The claims in the TVC implied that the product is meant to enhance sexual pleasure, which was in Breach of the law as it violated The

		drugs & Magic Remedies Act. The advertisement contravened Chapters 1.1 and III.4 of the code. The complaint was <b>UPHELD</b> and compliance requested by 19th February, 2014
<b>23</b>	<b>(Patanjali Chyawanprash) Patanjali Ayurved Ltd.-</b> Patanjali Chyawanprash special Kesar Youkti (Corcussativus) contains 51 "Jadibooti".	The CCC concluded that the claim made in the TVC that PatanjaliChyawanprsh "contains 51 jadibooti" was not substantiated and was considered misleading as the number does not tally with the product composition declared as per Pack label. The advertisement contravened Chapters 1.1 and 1.4 of the Code. The complaint was <b>UPHELD</b> and compliance requested by 28 <sup>th</sup> February, 2014.
<b>24</b>	<b>Pile Stopper</b> - The advertisement makes an impression which suggests to cure Piles which is misleading.	"Pile Stopper" has contravened Section 3 (d) r/w. Section 2(b) (iv) of the Drugs and Magic Remedies (objectionable Advertisement) Act, 1954 and Section 18 (a) (vi) r/w. Rule 106 and Schedule 'J' Sr. No. 42 of the Drugs and Cosmetics Act, 1940 and Rules there under. The CCC concluded that the claims in the Ad were not substantiated. The advertisement contravened Chapter 1.1 of the Code. The complaint was <b>UPHELD 28th February 2014.</b>
<b>Product Category: Mileage Plus</b>		
<b>1.</b>	<b>(Mileage Plus) S.S. Teleshopping</b> - The Ad shows that this product increases the mileage of a vehicle by 40% to 50%. They are selling this product for 2,3 and 4 wheelers. It appears to be completely fake and has no Government approval or stamp and is just forgery.	The CCC concluded that the claim, "Mileage Plus increases the mileage of a vehicle by 40% to 50%", was not substantiated. The advertisement contravened Chapter 1.1 of the Code. The CCC concluded that the claims in the Ad were not substantiated. The advertisement contravened Chapter 1.1 of the Code. The complaint was <b>UPHELD</b> and compliance requested by 13th February, 2014.
<b>Product Category: Hair Growth</b>		
<b>1.</b>	<b>HGP (Telemart Shopping Network Pvt. Ltd.)-</b> "Stop Hair Fall in One Week", "New Hair Growth starts in 8 weeks", "Certificate of Excellence from International Institutes of Trichology Geneva Switzerland"	The CCC concluded that the claims, "Stop Hair Fall in One Week", "New Hair Growth starts in 8 weeks", "Certificate of Excellence from International Institute of Trichology – Geneva Switzerland", were not substantiated. Also, the claims were misleading by exaggeration. The advertisement contravened Chapters 1,1 and 1.4 of the Code. The complaint was <b>UPHELD</b> and compliance requested by 18 <sup>th</sup> September, 2013.
<b>2.</b>	<b>Pro Hair (B. Lab)-</b> The advertisement makes an impression and it suggests & is calculated to lead to the use of such products for cure, mitigation, treatment or prevention of Baldness in human beings.	The CCC reviewed the claims made in the TVC. The claims related to "baldness" were not substantiated and were in Breach of the law as it violated The Drugs & Magic Remedies Act. The advertisement contravened Chapter 1.1 and III.4 of the Code. The Complaint was <b>UPHELD</b> and compliance requested by 19 <sup>th</sup> November, 2013.
<b>Product Category: Slimming/Weight loss</b>		
<b>1.</b>	<b>Easy Slim Tea-</b> The Ad suggests "Have Easy Slim Tea and lose weight – don't need to exercise, don't need to eat healthy", "Lose weight become healthy", "Prevent extra marital affairs"	The CCC concluded that claimed "Have Easy Slim Tea and lose weight - don't need to exercise, don't need to eat healthy", "Lose weight become healthy" and "Prevent extra martial affairs", were not substantiated. Also, the claims were misleading by exaggeration. The advertisement contravened Chapter 1,1 and 1.4 of the Code. The complaint was

		<b>UPHELD 18<sup>th</sup> September 2013.</b>
2	<b>Slim24pro (Telemart Shopping Network Pvt. Ltd.)-</b> "Reducing weight is possible merely by consuming the liquid to be prepared by dissolving the powder i.e. Slim24pro and even without any exercise and by skipping meals one can reduce weight within 24 hours. The advertisement intends to play with the psyche of the obese people.	The CCC reviewed parts of the TVC and concluded that the claims mentioned in the TVC were not substantiated. Also, the claims appeared to be gross exaggerations and likely to lead to grave or widespread disappointment in the minds of the consumers. The advertisement contravened Chapters 1.1 and 1.5 of the Code.  The complaint was <b>UPHELD</b> and compliance requested by 3 <sup>rd</sup> October, 2013.
3.	<b>SP Treatment Centre-</b> SP Treatment kit guarantees no side effects, it helps lose weight with ease claiming SP Treatment a natural ayurvedic food supplement and is a safer way to lose weight, unlike surgeries. The ad also appears to be misleading and in violation of the Drugs and Magic Remedies Act	The CCC concluded that the claims were not substantiated with clinical data. The advertisement contravened Chapter 1.1 of the ASCI Code. The complaint was <b>UPHELD</b> and compliance requested by 4 <sup>th</sup> February, 2014.
4.	<b>Meta Slim (Telemetry Shopping Network Pvt. Ltd.)-</b> The Ad claims "Lose weight with meta slim"	The CCC considered the technical data provided by the Advertiser. Meta slim being a proprietary product, the Advertiser has not provided satisfactory proof for the specific claims made in the TVC. The CCC concluded the claim, "lose weight with metaslim", was not substantiated. Also, the claims appeared to be gross exaggeration and likely to mislead the consumers. The advertisement contravened Chapter 1.1 and 1.4 of the Code. The complaint was <b>UPHELD</b> and compliance requested by 11 <sup>th</sup> September, 2013.

**Product Category:**

**Anti – Addiction**

1.	<b>No Addition (AAA Teleshopping P.Ltd.)-</b> No Addition "can enable an addict to quit drinking/smoking/drugs/gutkha".	The CCC concluded that the claim "can enable an addict to quit drinking / smoking / drugs / gutkha", was not substantiated. The advertisement contravened Chapter 1.1 of the Code. The complaint was <b>UPHELD</b> and compliance requested by 28 <sup>th</sup> August, 2013.
2.	<b>Zero Addition (Telemart Teleshopping)-</b> Use our product for 45 days daily 2-3 grams twice and quite from your bad addiction like smoking, drinking if u can't get a result return our product in 15 days.	The CCC viewed the TVC and concluded that the claims made in the TVC were not substantiated, and the claims were misleading by exaggeration. The advertisement contravened Chapter 1.1 and 1.4 of the Code. The complaint was <b>UPHELD</b> and compliance requested by 27 <sup>th</sup> August, 2013.
3.	<b>Go Addiction Plus-</b> It claims that, "the use of this product for the perfect cure for the people addicted with alcohol, cigarette, tobacco, etc. And also helps in curing addiction to any health condition of person & it provides various health benefits in human beings; which is misleading. It also is in violation of the Drugs and Magic Remedies Act."	The CCC reviewed relevant parts of the TVC and concluded that the claims mentioned in the TVC were not substantiated. Also, the claims appeared to be gross exaggerations and likely to lead to grave or widespread disappointment in the minds of the consumers. The advertisement contravened chapters 1.1 and 1.5 of the Code. The complaint was <b>UPHELD</b> and compliance requested by 10 <sup>th</sup> January 2014.
4.	<b>Addiction Free Powder (Telecolour Shopping Networks)-</b>	The CCC concluded that the claims in the Ad were not substantiated. Also, the claims appeared to be so

	<p>Claims "Freedom from alcohol, Cigarette, Tobacco, Drugs", "Freedom from addiction with Ayurvedic powder", "100% Effective", "No side effects".</p>	<p>exaggerated as to lead to grave or widespread disappointment in the minds of consumers. The advertisement contravened Chapters 1.1 and 1.5 of the Code. The complaint was <b>UPHELD</b> and compliance requested by 11th February, 2014</p>
<p><b>Product Category: Miscellaneous</b></p>		
<p>1.</p>	<p><b>Yes I Can (LalKitabAmrit) (C.5780/357 CCC)-</b> Pt. G.D. Vashist earlier came up with LalKitab claiming that this book will relieve the sorrows and misery of everyone who will buy this book. But now he has come up with same type of claims with 'Yes I can change file' which is basically changed name of Lalkitab. This ad is misleading.</p>	<p>The CCC concludes that the claims made in the TVC were not substantiated, and were misleading by gross exaggeration. The advertisement contravened Chapters 1.1 and 1.4 of the code. The complaint was <b>UPHELD 5<sup>th</sup> December 2013.</b></p>

## Complaint received through Election Commission

1.	<p><b>Fevicol</b> <b>Complaint was made by Shri Sandeep Dixit (Ex-MP) to ECI</b> - It has been alleged that this advertisement very subtly but clearly supports BJP/Narendra Modi. It states while comparing BJP, Congress and the third front how BJP is the best with a character in the advertisement also expressing his admiration for the BJP.</p>	<p>The matter was referred to EMMC. EMMC has reported that the advertisement tries to present the current political scenario of the country in a witty manner and associates it with the USP of the product by stating that no matter which party rules the country, the Government should be as stable and strong as the bond of FEVICOL. The advertisement makes tongue-in cheek the BJP, the Congress and the Third Front, but nowhere it appeals the viewers to vote for a particular party nor does it favour any party. <b>The advertisement does not contain any objectionable visuals/language/theme and therefore it does not violate any Advertising Code prescribed under the Cable Television Network Rules, 1994.</b></p>
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