

# Ads From HUL, Patanjali, RB & Colgate Are Under ASCI Scanner in April 2016

<http://www.adageindia.in/advertising/ads-from-hul-patanjali-rb-colgate-are-under-asci-scanner-in-april-2016/articleshow/53045524.cms>

ASCI's Consumer Complaints Council (CCC) upheld complaints against 67 out of 141 advertisements in April 2016. Out of 67 advertisements against which complaints were upheld, 27 belonged to the Healthcare & Personal Care category, 10 in the Food & Beverages category, 7 in the E-commerce Category, 4 in Automotives, followed by 4 in the Education category and 15 advertisements from other categories.

## Health & Personal Care

The CCC found claims in health care & personal care product or service advertisements of 27 advertisers to be either misleading or false or not adequately / scientifically substantiated and hence violating ASCI's Code. Some of the health care products or services advertisements also contravened provisions of the Drug & Magic Remedies Act and Chapter 1.1 and III.4 of the ASCI Code. Some of the brands whose advertisements were upheld included Razorbill (RazorSlimAyurvedic Instant Slimming Capsules); Colgate-Palmolive (Colgate Herbal); Procter & Gamble Hygiene & Health Care (Pantene Shampoo); L'Oreal India (New Garnier White Complete Double Action Facewash); Hindustan Unilever (Rexona Roll On); Patanjali Ayurved Limited (Patanjali Dant Kanti); Shree Maruti Herbal (Stay On Capsules); Shree Maruti Herbal (Stay On Power Capsules); Shree Maruti Herbal (Stay On Powder & Capsules); Shree Maruti Herbals (Stay On Power Capsules); and Japani Instrument.

## Food & Beverages

A total of 10 ads were upheld in this category for violating the ASCI code. Some of the brands whose ads were upheld included Patanjali Ayurved (Patanjali Kachi Ghani Mustard Oil, Fruit Juice and Dugdhamrut); Kamla Kant & Company (Rajshree Pan Masala); DJ Group (Pan Bahar Pan Masala); Meeka Restaurants (Nando's Chicken); Kellogg India (Kelloggs Chocos Mascot in Chota Bheem); Hindustan Unilever (Knorr Classic Thick Tomato Soup) and GAIA Range of Health Foods and Nutritional Supplements.

## E-commerce

Seven advertisements within this category violated the ASCI code and were upheld. The brands whose ads were upheld included One Mobikwik Systems (Mobikwik Rs. 20 Cashback, Rs 500 Cashback); Uber India (Uber Taxi Service - Distance

Surcharge); One97 Communications (Paytm); Astrologerad.com; Endurance Web Solutions (Hostgator.in); and Bankbazaar.com (Bhartiya Jan Dhan Credit Scheme).

### **Automotives**

Four ads in Automotives category were upheld for not following the ASCI Code. The brands that were found violating the ASCI guidelines included Nissan Motors India (Nissan Sunny); Apollo Tyres (Apollo Tyres for Scooters); Hamilton Housewares (Milton i Fresh - 100% Leakproof Lunch Boxes); and Amazon.com (Amazon - Friendly Customer Service).

### **Education**

The CCC found claims in the advertisements by 4 different advertisers were not substantiated and, thus, violated ASCI Guidelines for Advertising of Educational Institutions. Hence, complaints against these advertisements were Upheld. These ads included New Delhi Institute of Management; Test Cracker Education (Test Cracker - CAT 2016 coaching); S.Tech Group of Education (S Tech I.T School) and others

### **Others**

There were 15 other advertisements that violated the ASCI Code in several categories. These included Reckitt Benckiser (India) (Mortein Insta5); Pernod Ricard India (Seagram's Royal Stag); M/S Whirlpool of India Ltd. (Whirlpool 3D Cool Xtreme AC); Hindustan Unilever (PureitUltima); Idea Cellular (Idea 3G 900, Idea 3G) Reliance Industries Ltd. (Reliance Jio Infocomm); Aircel; Suzuki Motorcycle India (Suzuki Gixxer); HPL Electric and Power (HPL GLO LED Bulb) and others.

For the record, established in 1985, ASCI is a self-regulatory organization for the advertising industry and is celebrating its 30th anniversary this year.