Narendra Ambwani is the new Chairman of ASCI

Mumbai, September 11th, 2014: At the Board Meeting of The Advertising Standards Council of India (ASCI) held today, Narendra Ambwani, Director, Agro Tech Foods Ltd., was unanimously elected Chairman of the Board of ASCI. As a member of the Board of Governors for seven years, he has provided active support to Self-Regulation in the Advertising movement.

Mr Benoy RoyChawdhuri, was elected Vice-Chairman; and Mr Shashidhar Sinha was appointed the Honorary Treasurer.

The other members of the new Board of Governors are: Mr Partha Rakshit, Mr. Hemant Bakshi, Mr Arvind Sharma, Mr Dilip Cherian, Mr. S. K. Palekar, Mr. Jayant Singh, Mr Subhash Kamath, Mr Srinivasan Swamy, Mr Rajan Anandan, Mr Shantanu Khosla, Ms Abanti Sankarnarayanan, Mr I Venkat, Mr Arunabh DasSharma

During the year 2013-14, the Consumer Complaints Council (CCC) met 41 times and considered complaints against 1937 advertisements. Of these, complaints against 1520 advertisements were upheld, while 414 were not upheld and 3 were considered non-issues. In more than 90% of the cases, where a complaint against the advertisement was upheld, the advertisements have been voluntarily withdrawn or modified as per the CCC’s decisions.

Partha Rakshit, the outgoing Chairman of ASCI said, “Last year has been a very eventful and successful year for us. ASCI’s effective action towards reducing the complaint processing turnaround time to just 12 days has led ASCI to win the prestigious EASA Gold Award for Best Practices. There has also been more than 90% compliance towards the advertisements wherein a complaint against an advertisement was “upheld”. These advertisements were either withdrawn or have been appropriately modified. In a noteworthy achievement, ASCI issued guidelines on skin lightening & fairness products which ensured that these advertisements do not depict people with dark skin as somehow inferior to those who are fairer. Also recently, government took notice of ASCI’s efforts to curb Teleshopping Ads that violate ASCI Code and ensured a strict compliance of the advertising code in the Cable Television Networks Act (CTN).”

The incoming Chairman, Mr Narendra Ambwani said, “There has been tremendous change in ASCI’s approach towards advertising content and adherence to the ASCI’s guidelines by the advertisers. Earlier, we acted primarily on complaint received from the public or the industry body. In the coming year, we hope to promote ASCI’s guidelines more vigorously among advertisers and creative agencies, so that new ads meet ASCI’s standards at the creative stage itself. We also hope to collaborate strongly with the regulators and consumer groups to ensure fairness and responsibility in advertising”
About Advertising Standard Council of India (ASCI): Advertising Standards Council of India is a self-regulatory voluntary organization of the advertising industry. ASCI & its Consumer Complaints Council (CCC) deal with Complaints received from Consumers and Industry against Advertisements which are considered as False, Misleading, Indecent, Illegal, leading to Unsafe practices, or Unfair to competition, and in contravention of the ASCI Code for Self-Regulation in Advertising. Under its National Ad Monitoring Service (NAMS) started in May 2012, ASCI now also pro-actively monitors almost all new print and TV ads released in the country.

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