

## Advertising Standards Council of India launches anew online experience

## ASCI introduces a new website and an Online Complaint& Monitoring Service that enables speedy complaint lodging & tracking of complaint status

<u>Mumbai, 5<sup>th</sup>September, 2013:</u> The Advertising Standards Council of India (ASCI) has announced the launch of its newly designed website <u>www.ascionline.org</u>, with a very contemporary design, and offering a user-friendly browsing experience. The websiteincorporates an *Online Complaint& Monitoring Service (OCMS)*, which is key to delivering transparency &speedy resolution of complaints.

With the introduction of the OCMS, consumers can now lodge complaints viathe new ASCI website, the ASCI Facebook page, email, smartphones, toll free telephoneor regular post.Irrespective of how consumers complain, they will receive a Complaint Tracking number which will help them track the exact status of their complaint on the new ASCI website. Additionally, if they so choose, they can receive regular updates on the status of their complaints via email and/ or SMS.

ASCI'sMembers will get significant added advantage from the introduction of theOCMS. They are provided with a unique individual login id and password for their OCMS account on the new ASCI website. This will give them a single window to lodge regular and Fast Track complaints or seek Advertising Advice. They can also track the consolidated details of complaints lodged by them and against them. Irrespective of whether they complain online or offline, they will receive a Complaint Tracking number which will help them track the exact status of their complaint via their OCMS account on the new ASCI website. Additionally, if they so choose, they can receive regular updates on the status of their complaints via email.

Non- members of ASCI can also avail of the benefits of the OCMS on the new ASCI website, although their benefits vis-à-vis ASCI Industry Members are limited to lodging & tracking complaints.

Commenting on the new ASCI website &OCMSlaunch, Mr. Arvind Sharma, Chairman of ASCI, said, "The simple construct makes easier new website through its attractive yet it for consumers, activists, regulators and industry members to actively participate ASCI's advertising self-regulation process. We also hope that the new facility to track their complaints online will further drive all stakeholders' confidence in ASCI".

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 proactively monitors over 80% the new print and TV ads released in the country every month, for contravention of its Code.

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