



The Advertising Standards Council of India

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Media Release

Dhananjay Keskar is the new Chairman of ASCI

Mumbai, September 17, 2009: At the Board Meeting of The Advertising Standards Council of India (ASCI) held today, Prof. Dhananjay Keskar, Director - IBS (a leading Business Management School), was unanimously elected Chairman of the Board of ASCI. As a member of the Board of Governors for five years, he has provided active support to the Self-Regulation in Advertising movement.

Rajiv Dube, President (Passenger Car Business Unit) - Tata Motors Ltd., was elected Vice-Chairman; and Vikram Sakhuja, Chief Operating Officer-South Asia - Group M Media India, was appointed as the Honorary Treasurer.

The other members of the new Board of Governors are: **Advertisers:** Narendra Ambwani (Johnson & Johnson), Shantanu Khosla (Procter & Gamble Hygiene & Health Care), Gopal Vittal (Hindustan Unilever), **Media:** Bhaskar Das (Bennett Coleman & Co. Ltd.), Vikram Kaushik (Tata Sky Ltd.), G. Krishnan (TV Today), I. Venkat (Eenadu), **Advtg. Agencies:** Madhukar Kamath (Mudra Communications), Arvind Sharma (Leo Burnett), Srinivasan Swamy (R.K. Swamy BBDO). **Allied Professions:** Dilip Cherian (Perfect Relations), Pranesh Misra (Brandscapes Consultancy P. Ltd.), Partha Rakshit (The Nielsen Company).

During the year 2008-09, the Consumer Complaints Council (CCC) met 12 times and deliberated on 137 complaints against various advertisements. Of these, 66 complaints were Upheld, while 68 were Not Upheld and 3 were considered Non-Issues. In 62 cases, the ads have been withdrawn or modified appropriately as per the CCC's decisions. This has thus resulted in a 94% compliance rate which is the highest ever achieved by the Council.

Madhukar Kamath, MD & CEO - Mudra Group and the outgoing Chairman of ASCI said, "ASCI's current focus is to increase awareness about its role and its Code amongst two key audiences- the general public and advertisers & marketers. The Council has taken many large strides in this direction during the recent past. During the last financial year ASCI has added 47 new members, taking its tally of members to over 300 for the very first time. ASCI will also soon be releasing a mass-media campaign to make the general public aware about its role in society. I'm certain that Dhananjay Keskar will continue this momentum and help ASCI attain its goals."

The incoming Chairman, Prof. Dhananjay Keskar said, "ASCI will soon enter its landmark silver jubilee year and we have planned several programs to commemorate this momentous occasion. The coming year will see us renew and strengthen our commitment to Self-Regulation and Marketing Responsibly by focusing on the marketing fraternity and the general public- the youth in particular. We intend to engage the youth through interactive platforms and by involving the entire student community."

Alan Collaco
Secretary General

September 18th, 2009
Mumbai