



The Advertising Standards Council of India

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Self - Regulation Guidelines on Advertisements for Automotive vehicles

Preamble

Advertisements have a significant influence on people's behaviour. As such, Advertisers are encouraged to depict advertisements, in a manner which promotes safe practices, eg wearing of helmets and fastening of seatbelts, not using mobiles/cell phones when driving, etc.

Guidelines

Specifically, Advertisements should not

- a) portray violation of the Traffic Rules,
- b) show speed maneuverability in a manner which encourages unsafe or reckless driving, which could harm the driver, passengers and/or general public.,
- c) show Stunts or actions ,which require professional driving skills ,in normal traffic conditions which in any case should carry a readable cautionary message drawing viewer attention to the depiction of stunts