

**GOVERNMENT OF INDIA  
INFORMATION AND BROADCASTING  
LOK SABHA**

UNSTARRED QUESTION NO:319  
ANSWERED ON:02.08.2011  
MISLEADING ADVERTISEMENTS  
Jagannath Dr. M.;Pandey Saroj

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

- (a) whether the Government is aware that a number of advertisements regarding cosmetics and other similar products are being telecast on TV channels as well as in the print media which is misleading to the consumers;
- (b) if so, the number of complaints received in this regard along with the action taken against such TV channels and newspapers during each of the last three years and the current year, electronic/print media-wise;
- (c) whether the Government proposes to formulate any effective policy to counter such advertisements;
- (d) if so, the details thereof; and
- (e) if not, the reasons therefor?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (SHRI C.M. JATUA)

(a) & (b): Some instances of advertisements on TV channels which are likely to lead the public to infer that the product advertised or any of its ingredients has some special or miraculous property have been brought to the notice of the Government. The details of action taken in this regard in respect of TV channels is Annexed.

(c) to (e): So far as electronic media is concerned, the advertisements on private TV channels are governed by Cable Television Networks(Regulation) Act, 1995 and the Rules framed thereunder. Though the Act does not provide for pre-censorship of advertisements telecast by private TV channels, it provides that advertisements telecast on these channels are to be in accordance with the Advertising Code prescribed thereunder. Rule 7(5) of the Advertising already provides that no advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special or miraculous or super-natural property or quality, which is difficult of being proved.

The information in case of print media is being collected and will be laid on the Table of the House separately.