

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

UNSTARRED QUESTION NO:1272

ANSWERED ON:05.03.2013

MISLEADING ADVERTISEMENTS BY MEDIA

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

(a) whether the Government has taken note of received complaints about misleading advertisements/exaggerated claims being made by some companies for promoting their products through advertisements being telecast and published in the electronic media including Doordarshan as well as the print media;

(b) if so, the details thereof and the number of such complaints received/ noticed by the Government along with the action taken against the persons/ companies involved in such activities in respect of each complaint during each of the last three years and the current year, media-wise;

(c) whether the Government has any mechanism to verify the claims made by such companies about their products shown in advertisements;

(d) if so, the details thereof; and

(e) if not, the reasons therefor and the concrete steps taken/being taken to curb such advertisements, media-wise to protect the interests of the consumers?

**Answer**

THE MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION & BROADCASTING (SHRI MANISH TEWARI)

(a) & (b) Some instances of misleading advertisements shown on private satellite/cable television channels and in print media have come to the notice of the Government. Details of action taken against private satellite TV channels for violation of Advertising Codes during each of the last three years and the current year is placed at Annexure-I.

With regard to the print media, the details of the complaints regarding misleading advertisements on several products received in the Press Council of India (PCI) during the last three years and the current year alongwith action taken in the matter is placed at Annexure-II.

(c) to (e) Telecast of advertisements on private satellite/cable TV channels is regulated as per the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder. Rule 7 (5) of the Advertising Code 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 supernatural property or quality, which is difficult of being proved.

This Ministry has constituted an Inter Ministerial Committee (IMC) to look into the specific complaints or suo-moto take cognizance against the violation of Programme and Advertising codes and action is taken as per rules. IMC has representatives from the Ministry of Home Affairs, Defence, External Affairs, Law, Women & Child Development, Health & Family Welfare, Consumer Affairs and Advertising Standards Council of India (ASCI). Government has also set up an Electronic Media Monitoring Centre (EMMC) to monitor the content of private television channels with reference to the violation of Programme and Advertising Codes.

So far as print media is concerned, the Press Council of India (PCI), a statutory autonomous body has been set up under the Press Council Act, 1978 with the twin objective to preserve the freedom of press and to maintain and improve the standards of newspaper and news agencies in India and also to inculcate the principles of self-regulation. Accordingly, the Council has built "Norms of Journalistic Conduct" which cover principles and ethics of journalism for adherence by the media. The norm 36 prescribes guidelines for 'Advertisements'.