

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

UNSTARRED QUESTION NO:5565
ANSWERED ON:30.04.2013
MISLEADING ADVERTISEMENTS
Adhi Sankar Shri

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

- (a) whether the Advertising Standards Council of India (ASCI) has tied up with TAM Media Research to monitor advertisements in print and on television in a move aimed at checking misleading advertisements;
- (b) if so, the details thereof;
- (c) whether the move is expected to help the ASCI act on misleading claims by advertisers quickly as the regulatory body is weak; and
- (d) if so, the details thereof?

Answer

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

(a) & (b): The Advertising Standards Council of India (ASCI) has informed that they have tied up with AdEx, a division of TAM Media Research to conduct National Advertising Monitoring Service (NAMS) which monitors and tracks down potential misleading advertisements published/telecast through print/ electronic media. From May 2012, the AdEx has been monitoring newly released advertisements, about 1500 on TV and 45000 in newspapers per month, which may be misleading, false or unsubstantiated. The product and service categories covered are: auto, banking, financial services & insurance, Fast Moving Consumer Goods, consumer durables, educational institutions, health care products & services, telecom and real estate.

(c) & (d) ASCI has informed that this move has helped them to raise suo-moto complaints against more than 650 advertisements.