

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

UNSTARRED QUESTION NO:667

ANSWERED ON:26.11.2014

MISLEADING ADVERTISEMENTS

Chavan Shri Harishchandra Deoram;Nete Shri Ashok Mahadeorao

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

- (a) whether the Government is aware/has received any complaints regarding misleading advertisements being aired on Television Channels (TV) and other medium in the country;
- (b) if so, the details thereof during each of the last three years and the current year;
- (c) whether the Government has issued a list of such misleading advertisements to all the TV channels and advised them to discontinue their telecast and if so, the details thereof;
- (d) whether the Government has informed the companies/trusts involved in the manufacture of such products of its views and taken any action against them; and
- (e) if so, the details thereof and other corrective measures taken by the Government in this regard?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (CoI RAJYAVARDHAN SINGH RATHORE (Retd.))

(a) & (b) This Ministry has received some complaints regarding misleading advertisements aired on Television Channels. The details of action taken by the Ministry in the last three years and the current year is placed at Annexure-I. Similarly, details of complaints against misleading advertisements in print media have also been received from the Press Council of India (PCI) and placed at Annexure-II.

(c) An advisory dated 21.08.2014 has been issued by this Ministry to all TV channels against misleading/ exaggerated advertisements of 48 products. The same is placed at Annexure- III.

(d) This Ministry is mandated to regulate content broadcast on TV channels and published in the Press. However, it does not have the mandate over manufacture/production of such product/content.

(e) Not applicable.