

Government of India
Ministry of Consumer Affairs, Food and Public Distribution
Department of Consumer Affairs

RAJYA SABHA
UNSTARRED QUESTION No.889
TO BE ANSWERED ON 22/12/2017

MISLEADING ADVERTISEMENTS

889. SHRI KAPIL SIBAL:

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

- (a) whether it is a fact that the Advertising Standards Council of India (ASCI) has been receiving complaints regarding misleading, false and unsubstantiated claims in advertisements;
- (b) if so, the details of such complaints since 2014, till date, date-wise and the action taken against these complaints along with the present status thereof; and
- (c) the details regarding complaints received against companies selling natural/ herbal products in respect of such advertisements and the action taken along with the present status of the complaints, date-wise?

ANSWER

THE MINISTER OF STATE
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI C.R. CHAUDHARY)

(a) & (b) : The Department of Consumer Affairs has launched a portal called Grievance Against Misleading Advertisement (GAMA) to handle complaints relating misleading advertisements. The Advertising Standards Council of India (ASCI) has been assigned the task of processing the complaints received through the GAMA portal. The details of the complaints registered in the portal since 2014 is given in the **Annexure I**.

(c) : As informed by the Ministry of Ayurveda, Yoga & Neturopathy, Unani, Siddha and Homeopathy (AYUSH), during the period from January to September 2017, a total 526 complaints of misleading advertisements of herbal/AYUSH products have been considered by the Consumer Complaints Council of Advertising Standards Council of India (ASCI) out of which 199 advertisers have either discontinued or modified the advertisements and 327 advertisers have not complied. These 327 offenders have been reported to the concerned State Licensing Authorities for taking action in accordance with the legal provisions of Drugs & Magic Remedies (Objectionable Advertisement) Act, 1954 and Rules made thereunder as well as Drugs & Cosmetics Act, 1940 and Rules made thereunder.

ANNEXURE I

STATEMENT REFERRED IN REPLY TO PARTS (a) & (b) OF RAJYA SABHA UNSTARRED QUESTION NO.889 FOR 22.12.2017 REGARDING MISLEADING ADVERTISEMENTS.

Year	Total number of advertisements across ALL sectors
April 2014 - March 2015	1247
April 2015 - March 2016	814
April 2016 - March 2017	1790 (1195 +373 DMR* + 222 IR**)
April 2017 - October 2017	1237 (765 +208 DMR* + 264 IR**)

Note: DMR*: Advertisements in contravention of Drugs and Magic Remedies (DMR) / Drugs and Cosmetics Act Regulations

IR** - Cases resolved as advertisers withdrew the ad.
