

**The Truth**  
Just Ahead

**KYO KII...  
MAIN JHUTH  
NAHIN BOLTA**

**NSA**  
**LEGAL**  
Ahmedabad | Delhi | Jodhpur | Mumbai

 **ASCI**  
ADVERTISING WITH A CONSCIENCE

**Nipun Singhvi**  
**Advocate**

**B.Com.(Hons.), BCCD, LLB,  
LLM(Corporate Laws),CS, FCA,  
Certified IFRS, Certified Forensic  
Accountant, Certified Con. Bank  
Audit, Qualified ID (Ministry of  
Corporate Affairs)**

# Advertising Standard Council of India



## Truthful of Advertisement

**Substantiation of description, claims and comparison: related to matter of objectively**



**Sources of Research or assessment of claim of advertisement**



### Honest Representations

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Truthful and Honest to consumers and competitors.



### Non-Offensive to Public

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Within the bounds of generally accepted standards of public decency and propriety.



### Against Harmful Products/Situations

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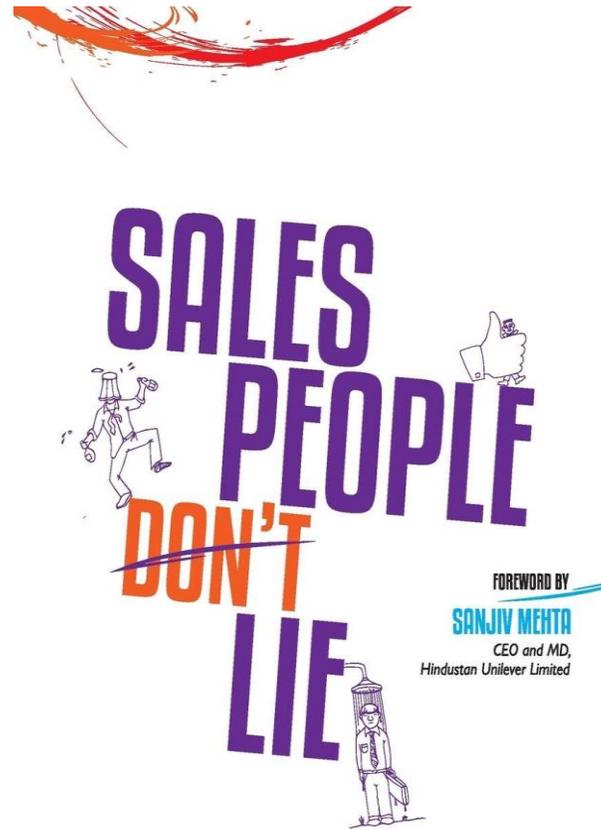
Not used indiscriminately for the promotion of products, hazardous or harmful to society or to individuals particularly minors, to a degree unacceptable to society at large.



### Fair in Competition

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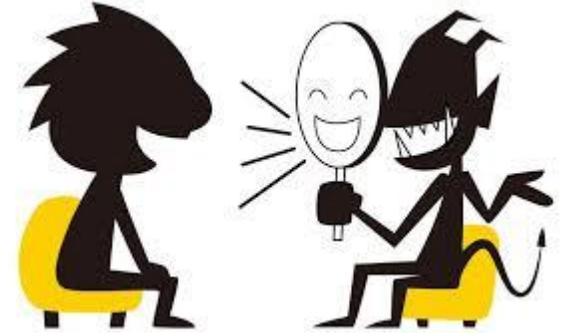
Not derogatory to competition. No plagiarism.



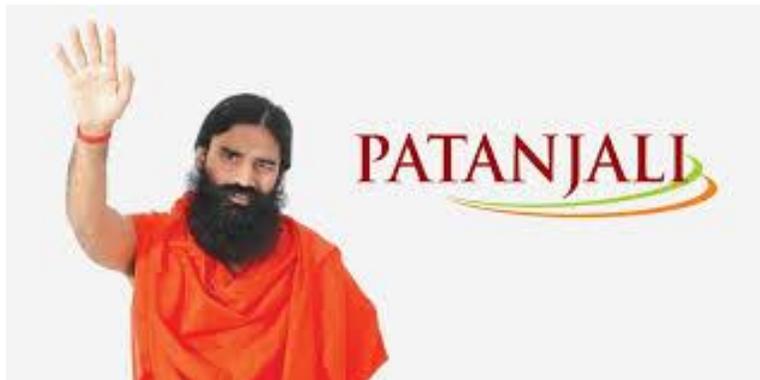
# AD- ASCI- Self Regulatory

## Advertisement shall not:

- **Distort the facts**
- **Mislead the consumer**
- **Abuse the trust of consumer**
- **Exploit lack of experience of consumer**
- **Exploit lack of knowledge**



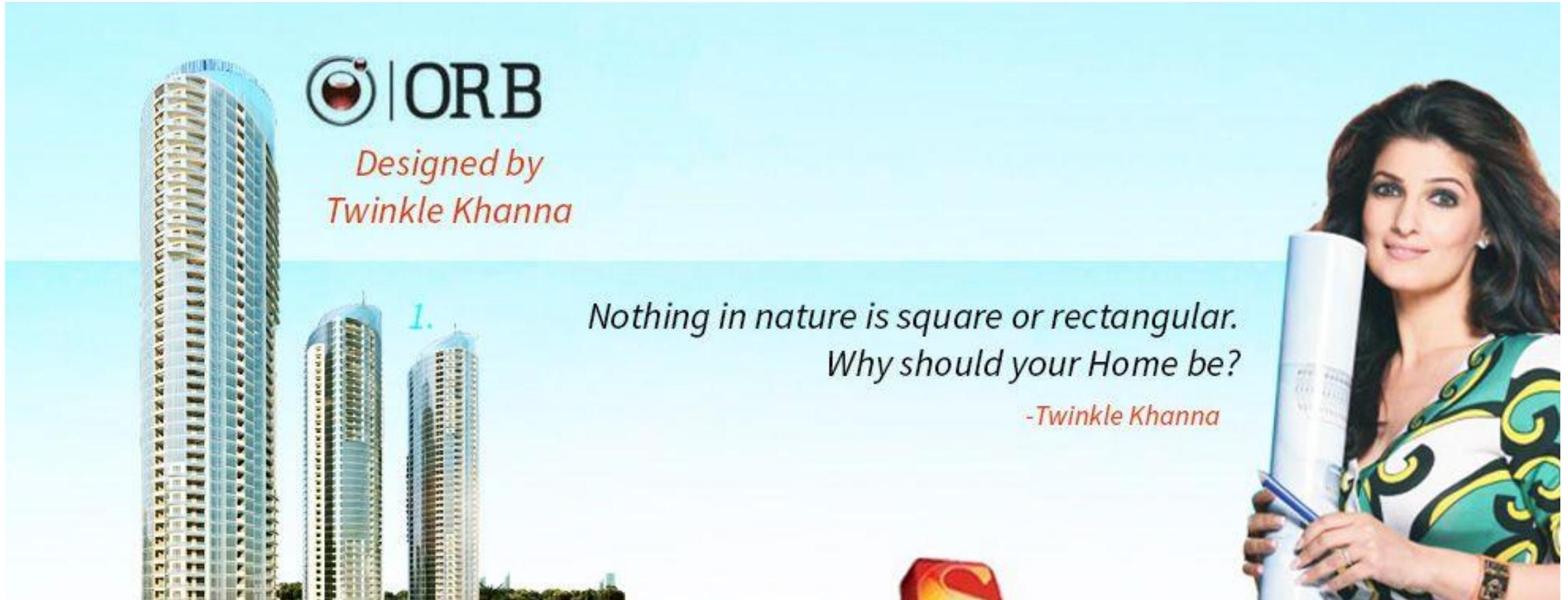
# ASCI code for Celebrity





ASCI code for Celebrity

# Twinkle Khanna gets NCDRC notice for endorsing embattled realty project

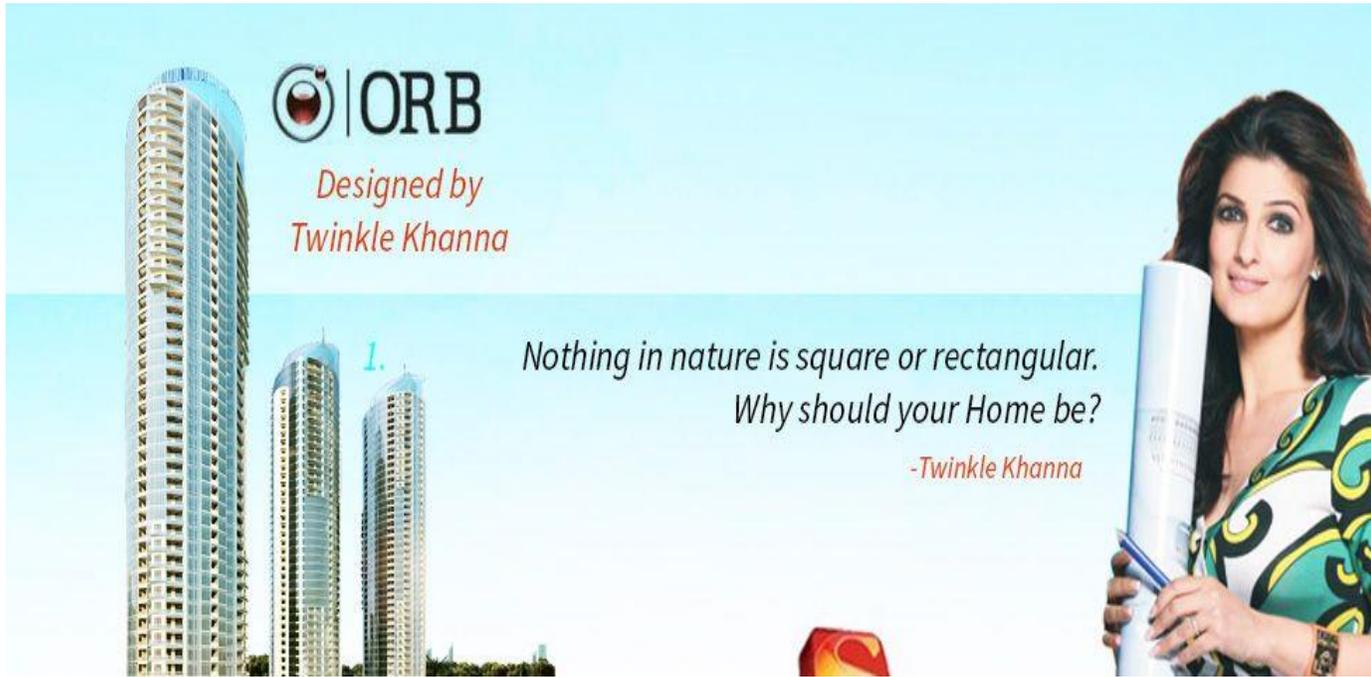


**ORB**  
*Designed by  
Twinkle Khanna*

1. *Nothing in nature is square or rectangular.  
Why should your Home be?*  
*-Twinkle Khanna*

The advertisement features a light blue background. On the left, there are three architectural renderings of tall, modern skyscrapers with curved facades. In the center, the text 'ORB' is displayed in a large, bold, black font, with a circular logo containing a stylized 'O' to its left. Below this, the text 'Designed by Twinkle Khanna' is written in a smaller, italicized, reddish-brown font. To the right, a photograph of Twinkle Khanna is shown; she has long dark hair and is wearing a green and white patterned top, holding a rolled-up document. The overall aesthetic is clean and professional.

<https://www.indialegallive.com/top-news-of-the-day/breaking-news-articles/twinkle-khanna-gets-notice-for-endorsing-embattled-realty-project-42154>



Twinkle Khanna issued notice for promoting unfinished real estate project in Noida

<https://www.wionews.com/india-news/twinkle-khanna-issued-notice-for-promoting-an-unfinished-real-estate-project-in-noida-28496>

The petitioners made Twinkle Khanna a party in the case and accused her of misleading buyers. " She has not only lent her name to the project but actively participated in luring the flat buyers by openly declaring that the project has been masterminded by her. She is the architect and interior designer of the project. She advocated selling of the project and flat and thus she is also a service provider and the deficiency of service is also writ large on her part,"



# FIR Against MS Dhoni In Amrapali Group Criminal Conspiracy

<https://www.legistify.com/legalnews/fir-against-ms-dhoni-in-amrapali-group-matter/>

## CAIT demands action against Dhoni for endorsing realtor Amrapali

Read more at:

[https://economictimes.indiatimes.com/industry/services/property/-/construction/cait-demands-action-against-dhoni-for-endorsing-realtor-amrapali/articleshow/70382742.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](https://economictimes.indiatimes.com/industry/services/property/-/construction/cait-demands-action-against-dhoni-for-endorsing-realtor-amrapali/articleshow/70382742.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)



**Delhi court issues bailable warrant against 'brand ambassador' Gambhir**

<https://www.insidesport.co/delhi-court-issues-bailable-warrant-against-brand-ambassador-gambhir/>

**Gautam Gambhir was a director and brand ambassador in a joint project of Rudra Buildwell Reality Pvt Ltd and H R Infracity Pvt Ltd, against which a case was lodged in 2016 for allegedly duping people.**

<https://www.livemint.com/Companies/3VEW1EgEA9Q7DZ0iIT4HIK/Delhi-court-issues-bailable-warrant-against-cricketer-Gautam.html>



**People sent complaints to Assotech's ex Brand Ambassador Sushmita Sen as their homes aren't delivered**

<https://news.abplive.com/videos/mera-ghar-mera-haq-people-sent-complaints-to-assotech-brand-ambassador-sushmita-sen-as-their-homes-aren-t-delivered-330084>

**Sushmita Sen** was the **Brand Ambassador** of **Assotech**. After people sent complaints to her, she simply **said** that she was **not** the **brand ambassador** anymore. On the other hand, many people have submitted complete amount of their flats but they haven't got their houses till date.

Apr 26, 2016

# ASCI code for Celebrity



**LODHA**  
BUILDING A BETTER LIFE

**AMARA**  
DEAL OF THE DECADE  
1, 2 & 3 BHK HOMES AT  
RS.58 LACS+ IN THANE

1 BHK	Rs 58.77 lacs
Discount Amount Rs 1.62 lacs	
2 BHK Optima	Rs 72.90 lacs
Discount Amount Rs 1.89 lacs	
2 BHK Ultima	Rs 84.78 lacs
Discount Amount Rs 2.07 lacs	

## Lodha Amara:

Lodha Group's real estate project Amara's ad featuring Bollywood couple Twinkle Khanna and Akshay Kumar promises a better life with amenities including 'world-standard air quality', a claim which is unsubstantiated.

(Source Livemint)

<https://www.livemint.com/Consumer/Lgnek0UawFzYjEx6nsAbDI/Ad-watchdog-issues-endorsement-guidelines-for-celebrities.html>)

## Ruling in the matter of Godrej Properties Limited (Godrej Air):

The advertisement's claim, "**Homes with 10X Enhanced Air Quality**" was inadequately substantiated. The test report that was submitted was for the site office and not for a typical flat, where variables like windows and height and wind may affect the results; there could be seasonal variations as well in terms of outdoor and indoor air quality. It was unclear if these were factored in while arriving at the specific numerical claim. **The CCC was of the opinion that a site office data cannot be extrapolated to a typical flat or under real life conditions. The advertisement had visuals of outdoor spaces, but no data was provided as regards to outdoor air quality of jogging tracks, garden roof and terrace gardens.**

The air quality comparison is misleading by ambiguity and implication and the advertisement also contravened ASCI Guidelines for Disclaimers in advertising.

ASCI March press release dated May 22, 2019: accessed at <https://ascionline.org/images/pdf/asci%20march%202019%20ccc%20recom.pdf>



# Kedia Homes

Rajasthan's Most Trusted Real Estate Brand

ASCI Press Release 2019

<https://ascionline.org/images/pdf/september%202019%20ccc%20recommendations.pdf>

The ASCI approached the advertiser for their response in addressing the objection raised in the complaint. Given the nature of the claim, the advertiser was offered an option to seek Informal Resolution (IR) of the complaint by modifying or withdrawing the claim objected to in the advertisement, or alternately to substantiate the claim with the required supporting data. The advertiser was also offered an opportunity for personal meeting with the ASCI Secretariat. The Consumer Complaints Council (CCC) noted that no response was received from the advertiser prior to the prescribed due date for this complaint. **The CCC viewed the print advertisement and in the absence of comments from the advertiser, the CCC concluded that the claim, “Rajasthan's No.1 Trusted Real Estate Brand”, was not substantiated with verifiable comparative data of the advertiser and other Real Estate brands in Rajasthan, to prove that they are in leadership position (No.1) than all the rest in housing sector, or through an independent third party validation. The source for the claim was not indicated in the advertisement. The claim is misleading by exaggeration, and implication. The print advertisement contravened Chapters I.1, I.2 and I.4 of the ASCI Code. The complaint was UPHELD.**

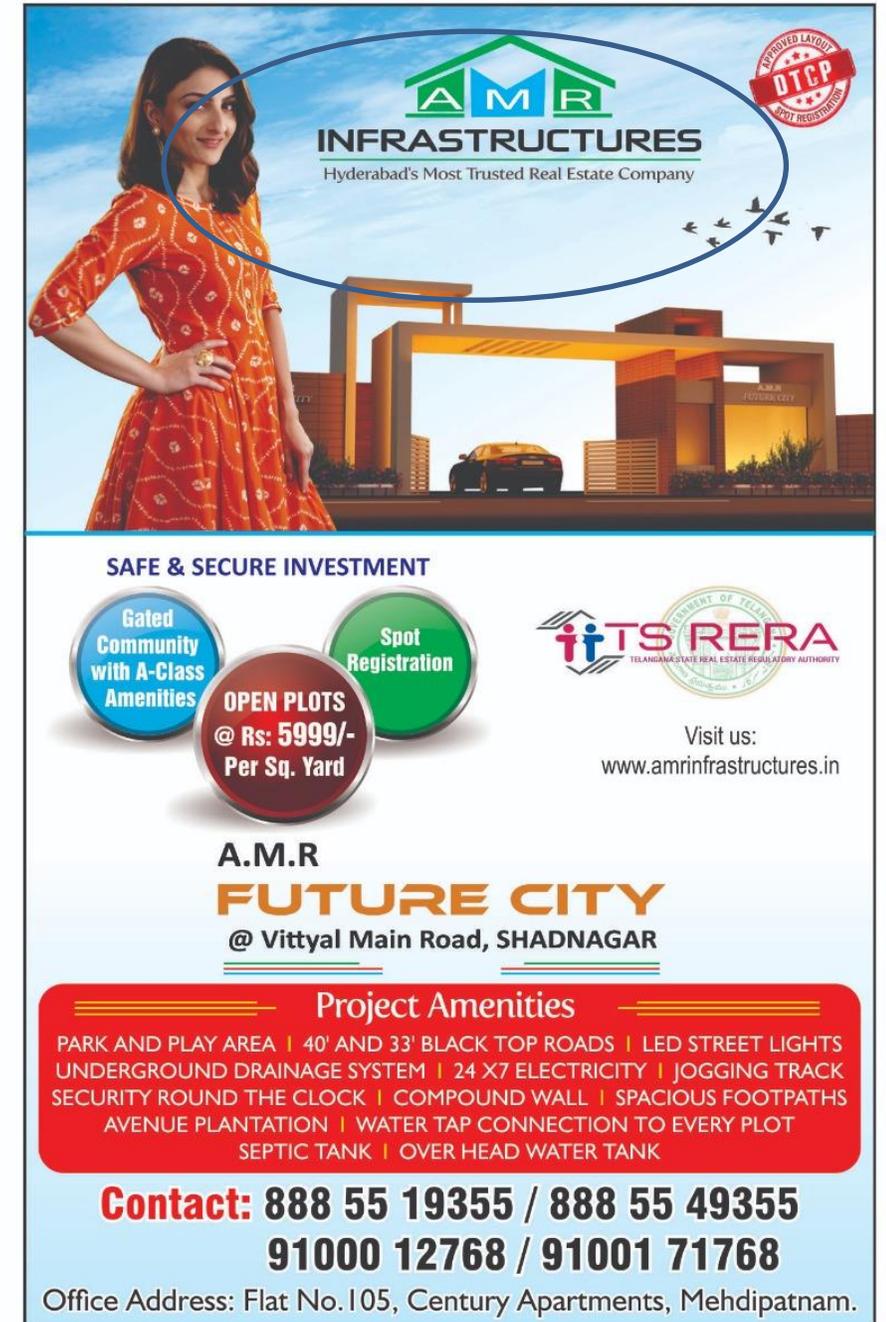


VectorStock® [VectorStock.com/2089452/](https://www.vectorstock.com/2089452/)



# ASCI Feb 2020

**AMR Infrastructures (AMR Future City):**  
The print advertisement's claim, "Hyderabad's Most Trusted Real Estate Company", was not substantiated with any verifiable comparative data of the advertiser versus other similar real estate companies in Hyderabad to prove that they are more trusted than all the rest, or through a third-party validation.



**AMR**  
**INFRASTRUCTURES**  
Hyderabad's Most Trusted Real Estate Company

**APPROVED LAYOUT**  
**DTCP**  
SPOT REGISTRATION

**SAFE & SECURE INVESTMENT**

Gated Community with A-Class Amenities

Spot Registration

**OPEN PLOTS**  
@ Rs: 5999/-  
Per Sq. Yard

**TS RERA**  
TELANGANA STATE REAL ESTATE REGULATORY AUTHORITY

Visit us:  
[www.amrinfrastructures.in](http://www.amrinfrastructures.in)

**A.M.R**  
**FUTURE CITY**  
@ Vityyal Main Road, SHADNAGAR

**Project Amenities**

PARK AND PLAY AREA | 40' AND 33' BLACK TOP ROADS | LED STREET LIGHTS  
UNDERGROUND DRAINAGE SYSTEM | 24 X7 ELECTRICITY | JOGGING TRACK  
SECURITY ROUND THE CLOCK | COMPOUND WALL | SPACIOUS FOOTPATHS  
AVENUE PLANTATION | WATER TAP CONNECTION TO EVERY PLOT  
SEPTIC TANK | OVER HEAD WATER TANK

**Contact: 888 55 19355 / 888 55 49355**  
**91000 12768 / 91001 71768**

Office Address: Flat No.105, Century Apartments, Mehdiapatnam.

## ASCI Feb 2020 (Press Release dated 28.5.2020)

The print advertisement's claim, "The Most Trusted Brand in Pune" and "The Best Township in Pune," were not substantiated and are misleading by exaggeration. The CCC noted that the claims made in the advertisement were based on the awards received by the advertiser and some of the awards were more than three years old. The advertiser did not provide the basis of the awards or the survey methodologies followed such as the details of the process as to how the selection for the awards were done, details of the survey data, criteria used for evaluation, questionnaires used, names of other brands and townships that were part of the surveys, the outcome of the surveys, and the details about the awarding bodies. The advertisement contravened ASCI Guidelines for Usage of Awards/Rankings in Advertisements and Guidelines for Disclaimers in Advertising.

**KOLTE • PATIL**  
Creation, not Construction

# ZABARDUS

## Celebration At Life Republic

**SEIZE THE 10 NEVER BEFORE DEALS**

GOODS + SERVICES + ACCESSORIES + TAX WAIVERS

Pune's most trusted brand Kolte-Patil, now takes the historical step in realty world. Offering best-in-class lifestyle choices with 10 never before deals at Life Republic. It's a rare opportunity for you to be a part of Pune's finest township and live together amidst like-minded community.

ZABARDUS LIFESTYLE CHOICES | ZABARDUS TOWNSHIP EXPERIENCES | ZABARDUS RANGE OF APARTMENTS | ZABARDUS 2 LEVEL AMENITIES

1, 2 & 3 BHK HOMES RANGING FROM ₹32 LACS TO ₹78 LACS\*  
ZABARDUS OFFER ENDS ON 15<sup>TH</sup> DECEMBER

# ASCI Guideline for disclaimer

- ✓ **Clarification of claim, explanation of claim by additional details.**
- ✓ **Material information should not be hidden in disclaimer.**
- ✓ **Misleading claim of advertisement should not be correct in disclaimer.**
- ✓ **Language , font size, visibility , direction of disclaimer .**
- ✓ **Disclaimer should be clear , prominent enough and legible.**
- ✓ **Advertise should avoid the use of abbreviation**



**Disclaimer :**

Brands and logos are only for representational purpose and are used only to educate about the findings of ASCI. Nothing shall be construed as any imputation to anyone and they may be subject to challenge in further Court of law.



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*Nipun Singhvi*  
*Advocate*

**B.Com.(Hons.), BCCD, LLB, LLM (Corporate), CS,  
FCA, IFRS Certified, Forensic Certified, Con. Bank  
Audit Certified, Qualified ID (MCA)**

**+91 98290 31411**

**nipunsinghvi@yahoo.com**

**nipun@nsalegal.in**

**NSA**  
**LEGAL**  
Ahmedabad | Delhi | Jodhpur | Mumbai