

## **Food Safety and Standards Authority of India (FSSAI) signs MoU with ASCI to address misleading advertisements in the F&B sector**

**New Delhi, June 28<sup>th</sup> 2016:** Continuing with the momentum towards supporting co-regulation in advertising, **the Food Safety and Standards Authority of India (FSSAI) has signed an MoU** partnering with **the Advertising Standard Council of India (ASCI)**. Addressing the cases of misleading advertisements in the Food and Beverage sector (F&B), ASCI will comprehensively monitor these advertisements across various media. ASCI has been given a suo moto monitoring mandate by FSSAI to process complaints against misleading F&B advertisements. MoU also requires ASCI to report to FSSAI non-compliance of ASCI's decisions for further action as required per provisions of FSSAI Act. FSSAI received cases of misleading advertisement through "GAMA PORTAL". Out of 21 cases received till date, FSSAI disposed 06 cases and remaining cases are in different stages of scrutiny/disposal.

FSSAI will also redirect complaints against misleading F&B advertisements to ASCI, which will be reviewed using ASCI's code and guidelines. The review will include violation of the FSS Act and Regulations related to advertisements making misleading, unsubstantiated or false claims.

This partnership will put in place a mechanism to monitor misleading advertisements and will lead towards streamlining advertisements effectively through structured guidelines and appropriate action.

**Sh. Pawan Agarwal, CEO, FSSAI** added "*FSSAI has taken a serious view of misleading advertisements related to Food and to effectively handle the same have entered into MoU with ASCI which shall provide paradigm shift towards handling such scenario and shall also bring transparency and accountability with stakeholders participation*".

**Mr. Benoy Roychoudhry , ASCI Chairman** added, "*We are delighted that ASCI's self-regulatory process on advertising content is getting recognition from various government*

*bodies and the partnership with FSSAI will augment our efforts in curtailing misleading advertisements. F&B products are consumed on a daily basis impacting the health and well-being of millions of consumers. Reining in misleading advertisements for this important sector would be a key priority for ASCI.”*

### **About Advertising Standard Council of India (ASCI)**

*The Advertising Standards Council of India is a self-regulatory organization for the advertising industry and is celebrating its 30<sup>th</sup> anniversary this year. Established in 1985, ASCI's role has been acclaimed by various Government agencies. ASCI is recognized under 'The Cable Television Network Rules, 1994' which states that 'No advertisement which violates the Code for self-regulation in advertising, as adopted by the Advertising Standard Council of India (ASCI), Mumbai, for public exhibition in India, from time to time, shall be carried in the cable service'. ASCI is the “**Executive Arm**” of the Department of Consumer Affairs handling all complaints pertaining to misleading advertisements.*

*The Role and Functioning of the ASCI and its Consumer Complaints Council (CCC) is in dealing with Complaints received from Consumers and Industry, against Advertisements which are considered as False, Misleading, Indecent, Illegal, leading to Unsafe practices, or Unfair to competition, and consequently in contravention of the ASCI Code for Self-Regulation in Advertising.*

*Under its National Ad Monitoring Service (NAMS), ASCI proactively monitors over 80% of new print and all new TV ads released in the country every month, for contravention of Chapter I of the ASCI code.*

### **For further information, please contact:**

#### **The Food Safety and Standards Authority of India (FSSAI)**

Director Enforcement, FSSAI, FDA Bhawan, Kotla Road,  
New Delhi-110002

#### **The Advertising Standards Council of India**

Shweta Purandare - Secretary General,  
ASCI: 9821162785/ 022 2495 5070

#### **Ketchum Sampark Public Relations Pvt. Ltd.**

Pritu Hait: 91 9987003160