

1. EXHIBITS ON SOCIAL SERVICE ADVERTISEMENTS



Exhibit 1a- Stop smoking commercial

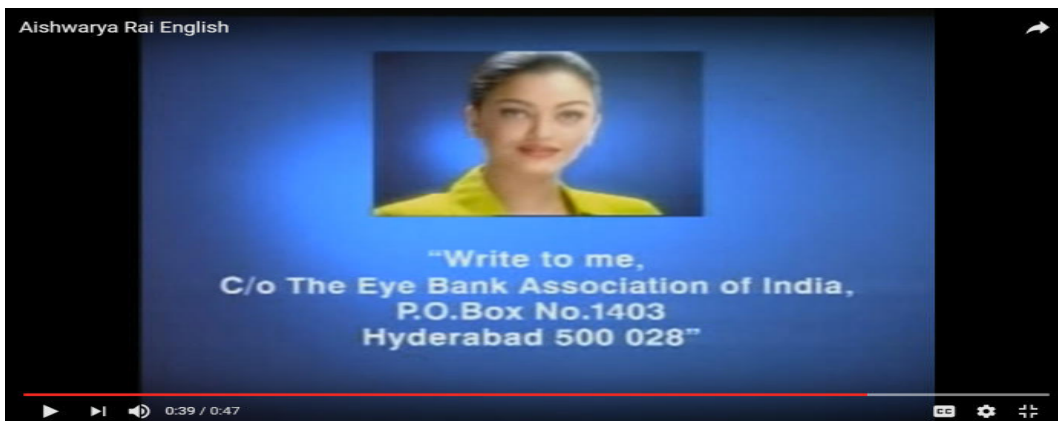


Exhibit 1 b- Eye donation ads



Exhibit 1c- Blood donation advertisement

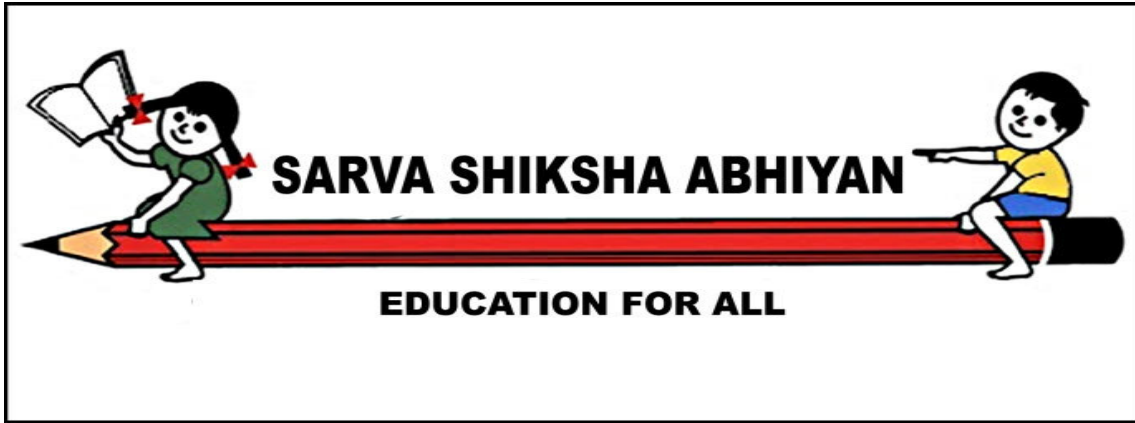


Exhibit 1d- Sarva Shiksha Abhiyan advertisement

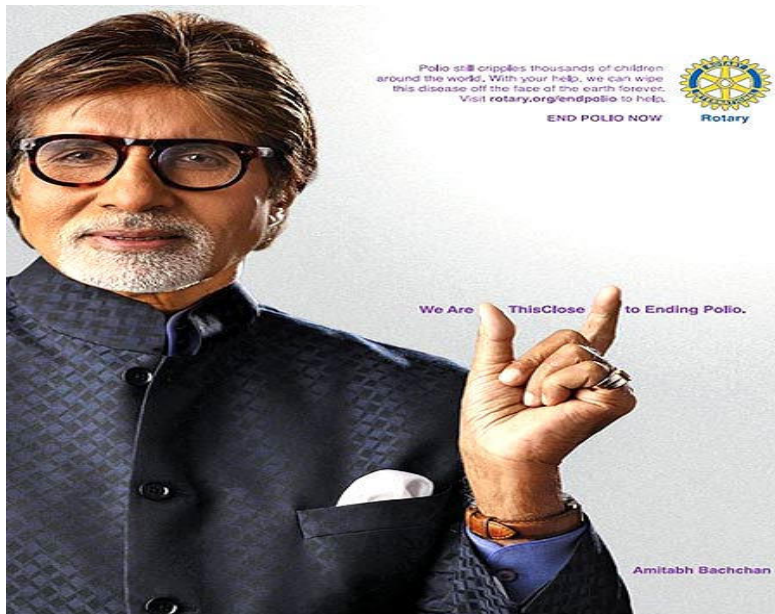


Exhibit 1e- Advertisement of pulse polio



Exhibit 1f- Respecting National anthem



Exhibit 1 g: Advertisement on proper sanitation



Exhibit 1h: Child pushes a tree to vacate the traffic stricken road which claims “tum chalo toh Hindustan chale.”

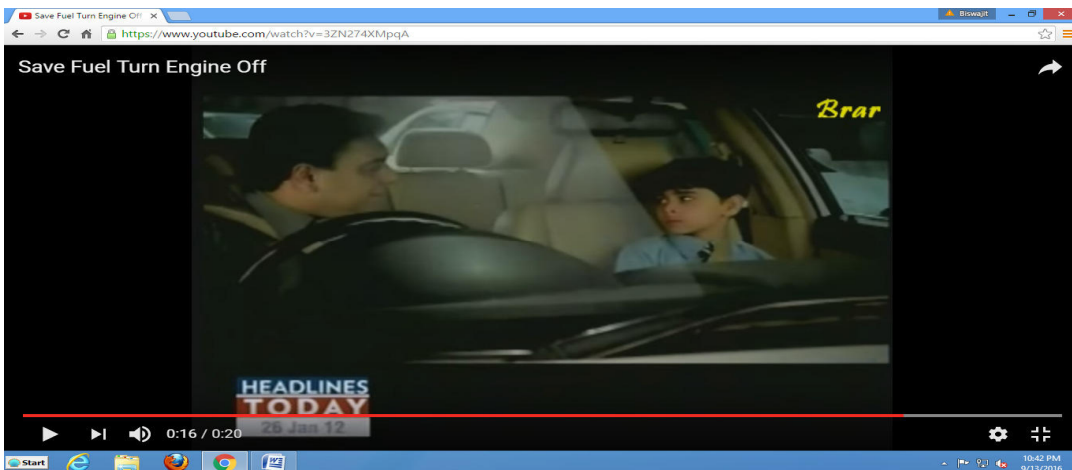


Exhibit 1i: Fuel conservation ad featuring child

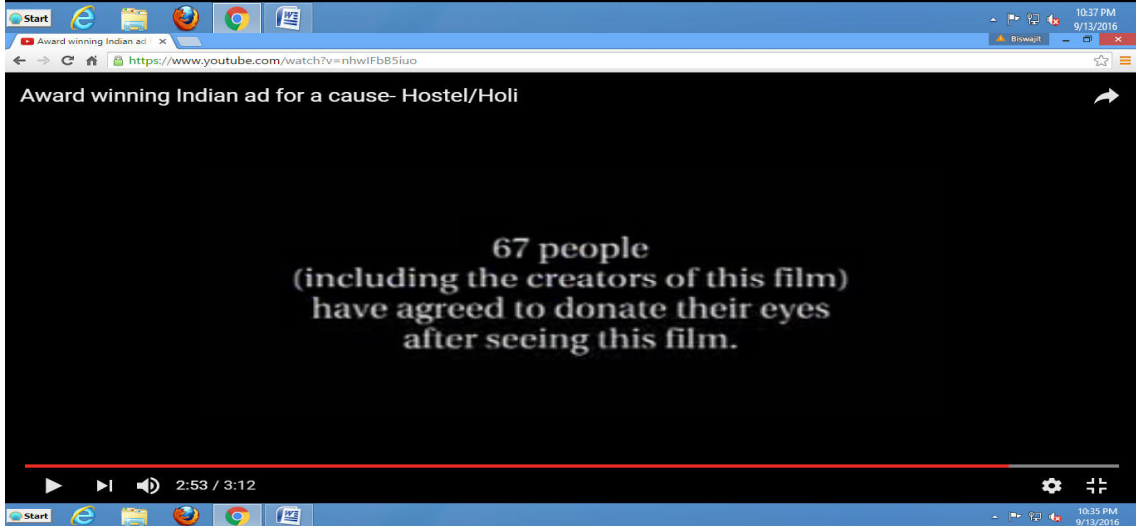
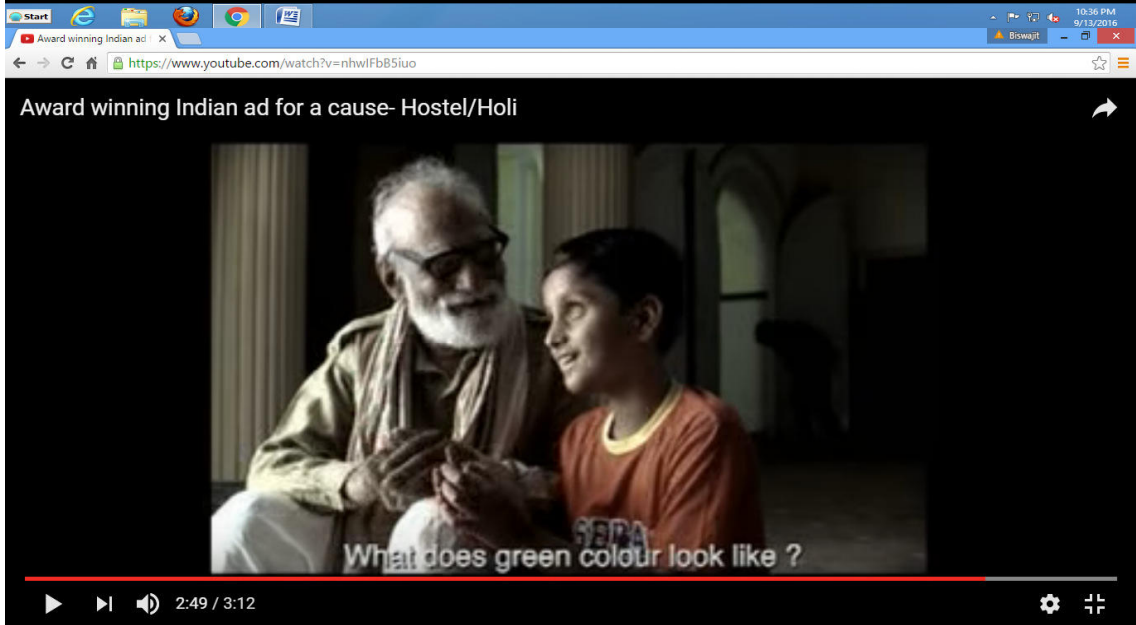
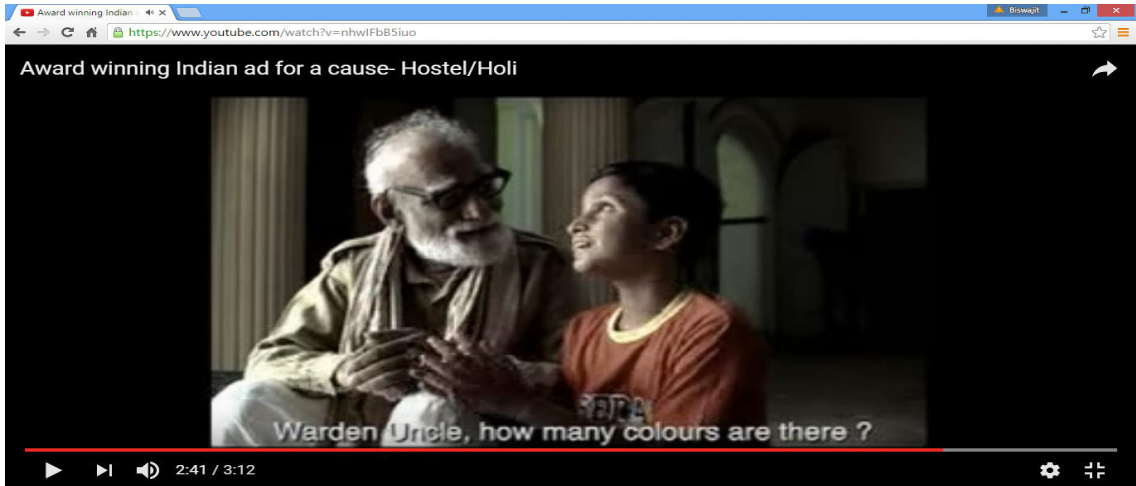


Exhibit 1 j: Award winning ad on eye donation featuring a blind child

2. EXHIBITS ON COMMERCIALS THAT PROMOTE SOCIAL IDEAS



Exhibit 2a- Increase in the sales of the product will increase the number of children going to school

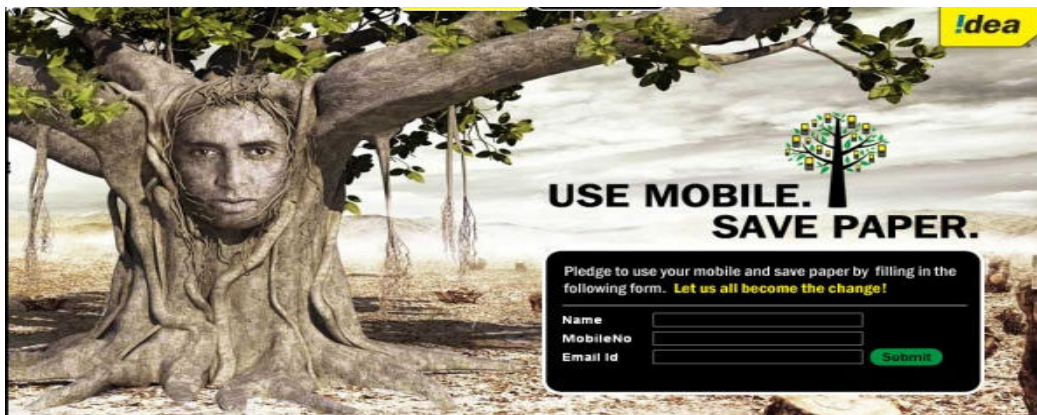


Exhibit 2b- Idea Cellular's ad on conservation of trees



Exhibit 2 c: P&G's effort towards educating the nation

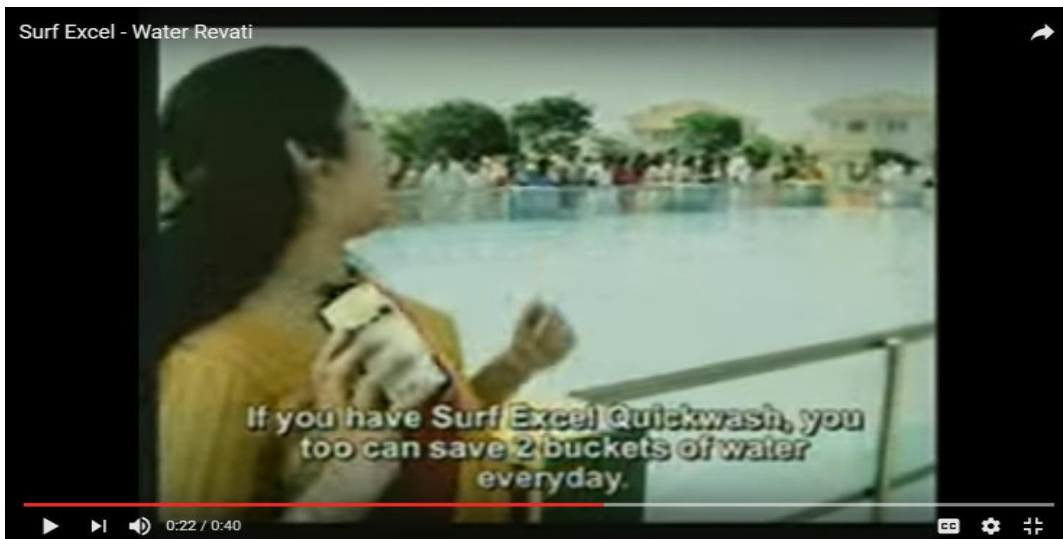


Exhibit 2d: surf Quick wash advertisement promoting conservation of water.

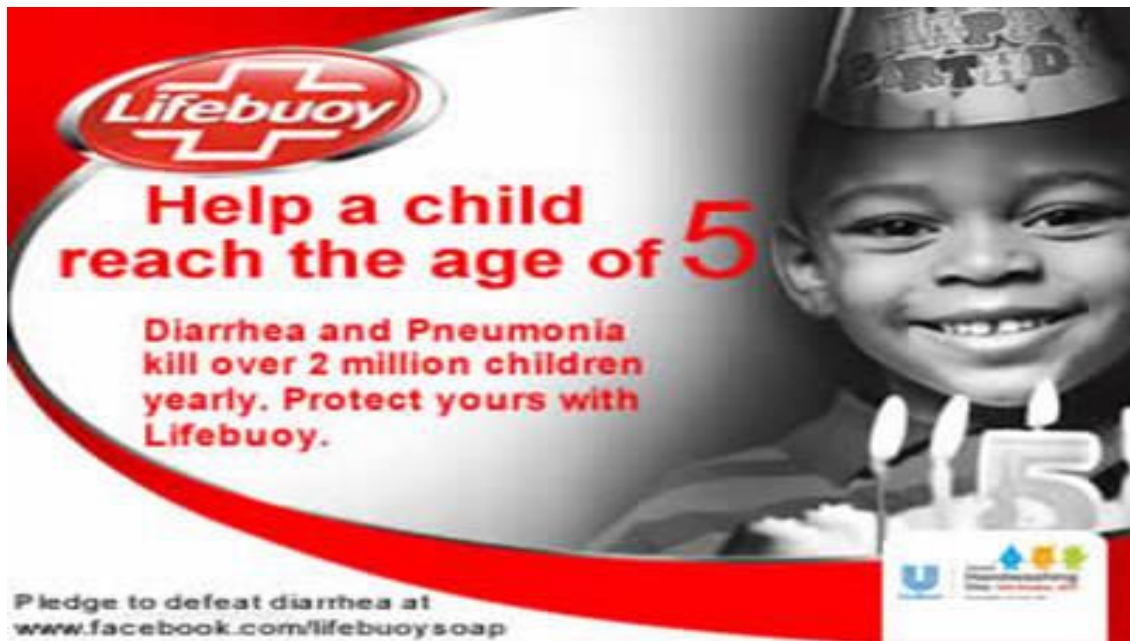


Exhibit 2e: Lifebuoy Advertisement

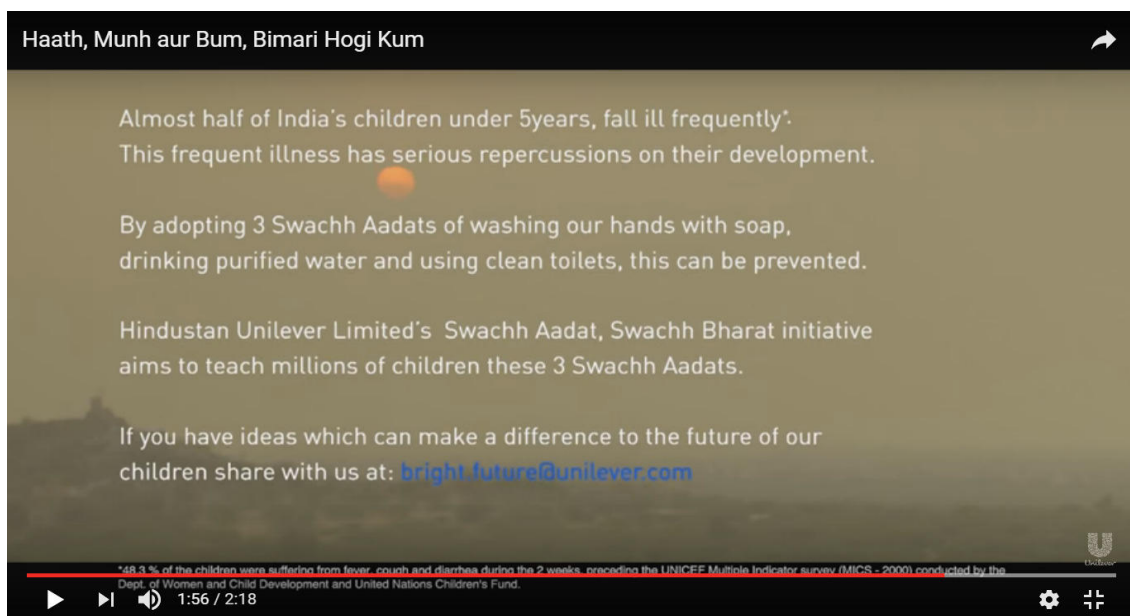


Exhibit 2f: HUL Ad promoting healthy habits in children

3. PORTRAYL OF CHILDEN IN ADVERTISEMENTS



Exhibit 3a: Helping child in Surf ad



Exhibit 3b: Surf ad claims stains are good for a cause



Exhibit 3c: Toothpaste ads portray children



Exhibit 3d: Children are shown consuming junk food



Exhibit 3e: use of cartoon in children's products



Exhibit 3f: Use of comic characters



Exhibit 3g: Health drinks featuring scholastic children



Exhibit 3 h: Children featured in ads that are not meant for them



Exhibit 3 i: Advertisement showing the growth of a *Complan* child

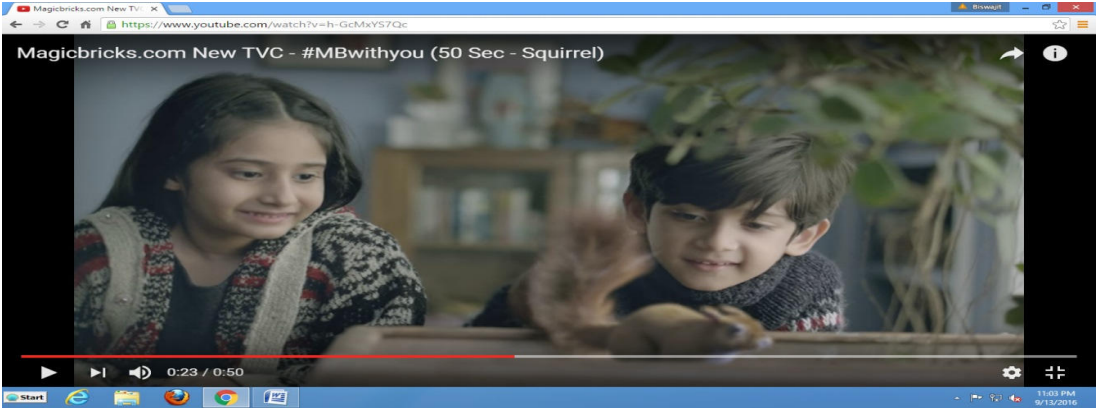


Exhibit 3j: Portrayal of children in the ad of magicbricks.com

EXHIBIT 4a- TRUTHFULNESS OF ADVERTISED PRODUCTS

SCANNER ON ADS BY HOUSEHOLD BRANDS

TEST OF CLAIMS

Some of the alleged violations for which prosecution proceedings have started, according to a written reply in the Rajya Sabha by the Union information and broadcasting ministry



Product: Complan Memory
Producer: Heinz India
Charge: A declaration that the drink has memory chargers is misleading



Product: Horlicks
Producer: GlaxoSmithKline Consumer Healthcare
Charge: A claim that kids can become "taller, stronger, sharper" is misleading and deceptive



Product: Saffola
Producer: Marico
Charge: The use of the word 'losorb' technology among other claims in advertisement is misleading



Product: PediaSure
Producer: Abbott India
Charge: A claim on product label that it helps a child's growth and development is misleading



Product: Britannia Nutri-choice Biscuits
Producer: Britannia Industries
Charge: Advertisement about product being diabetic-friendly with complex carbohydrates and no added sugar is misleading



Product: Kellogg's Special K
Producer: Kellogg India
Charge: A claim that those who eat the cereal tend to be slimmer is misleading and deceptive



Product: Bournvita Little Champs
Producer: Cadbury India
Charge: A claim about the presence of DHA in the product and its benefits is deceptive



Product: Kissan Creamy Spread
Producer: Hindustan Unilever
Charge: Claim that it contains three times more essential nutrients than "sadharaan butter" is misleading



Product: Engine Mustard Oil
Producer: Hari Vegetable Products
Charge: The claim of health and vigour and zero cholesterol is misleading

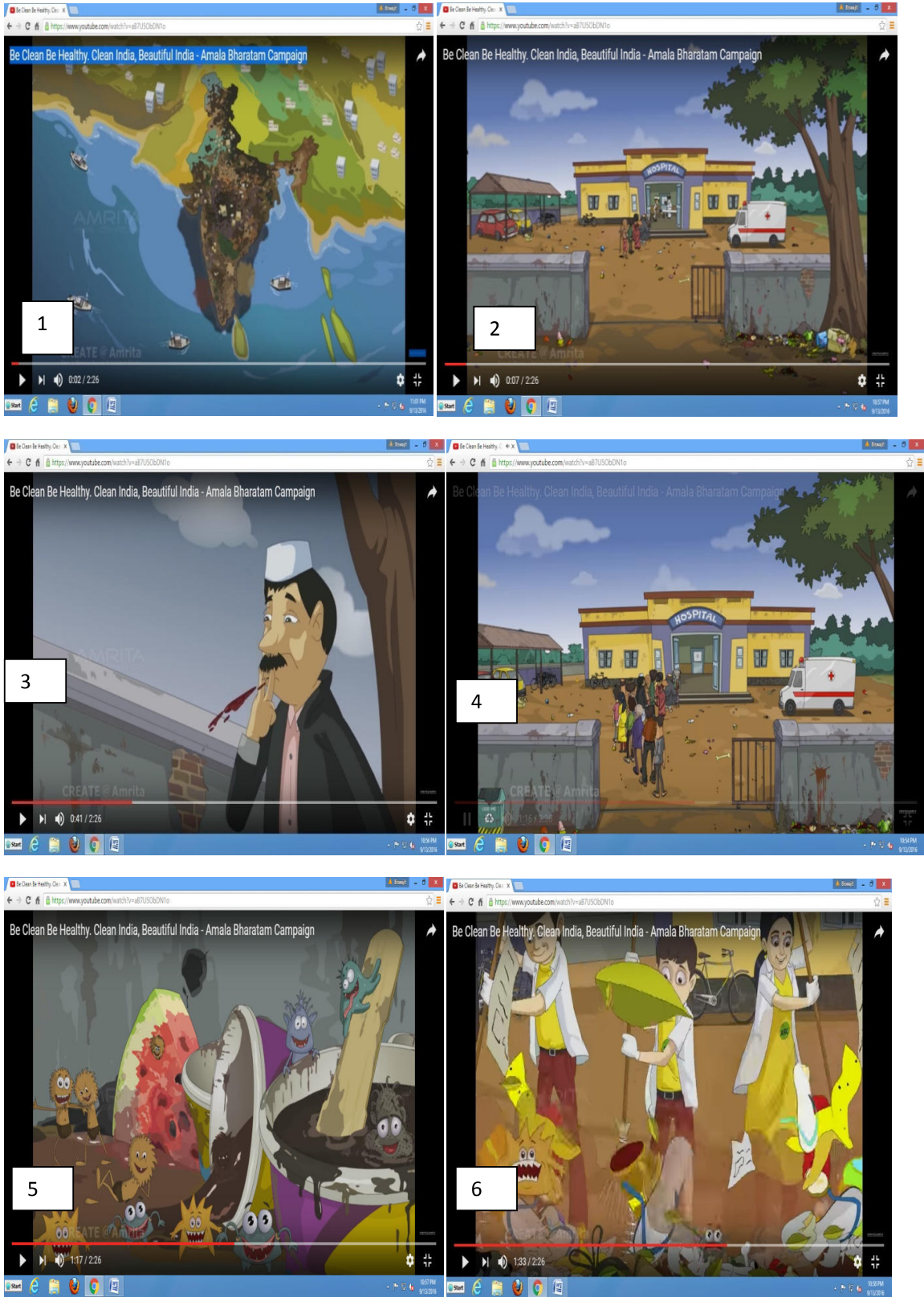


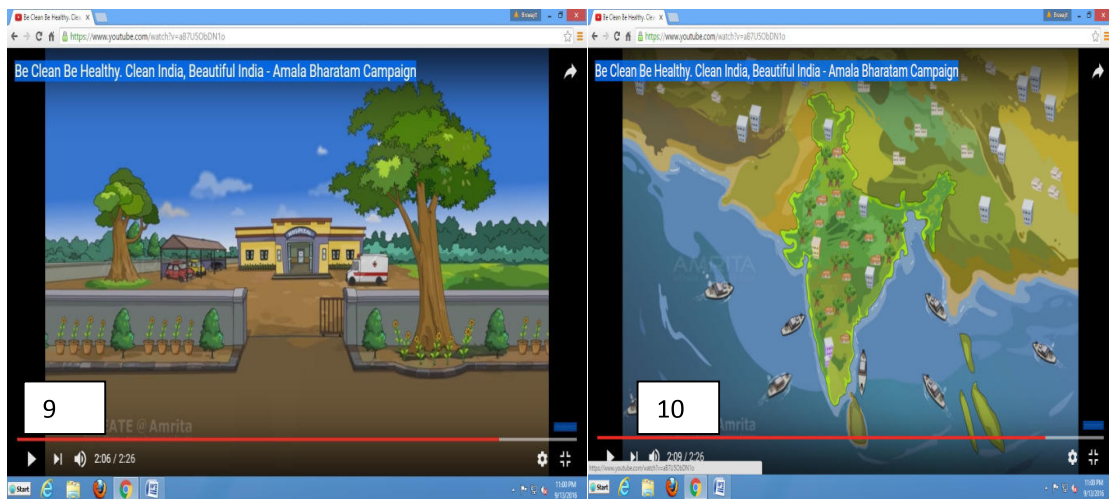
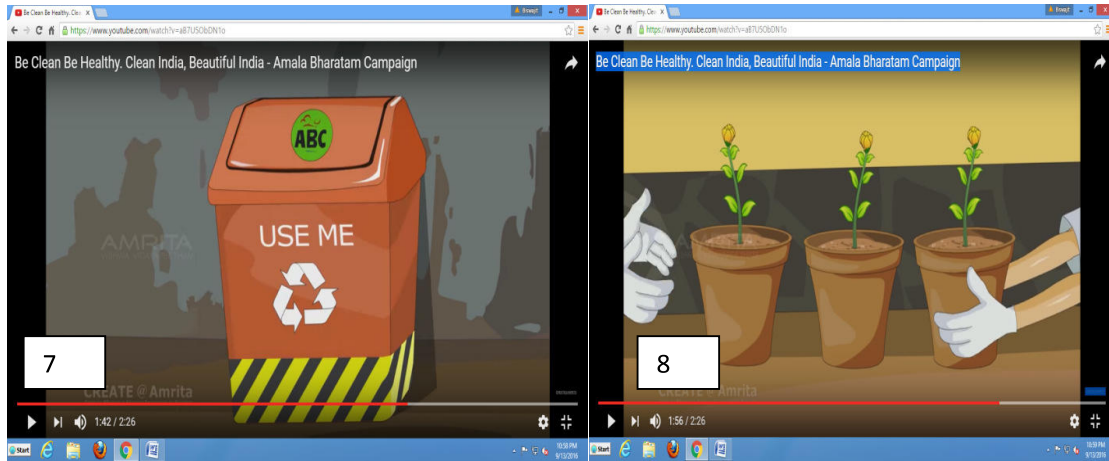
Product: Rajdhani Besan
Producer: Rajdhani Flour Mills
Charge: A heart logo and the claim "karlo dil se dost" are both misleading

Taller? Better show proof

Published on The Telegraph on 28th November, 2012

EXHIBIT 5: USE OF SIMPLE STORYLINE AND ANIMATION IN SOCIAL SERVICE ADS FOR CHILDREN (*Be clean, be healthy, clean India Beautiful India*)

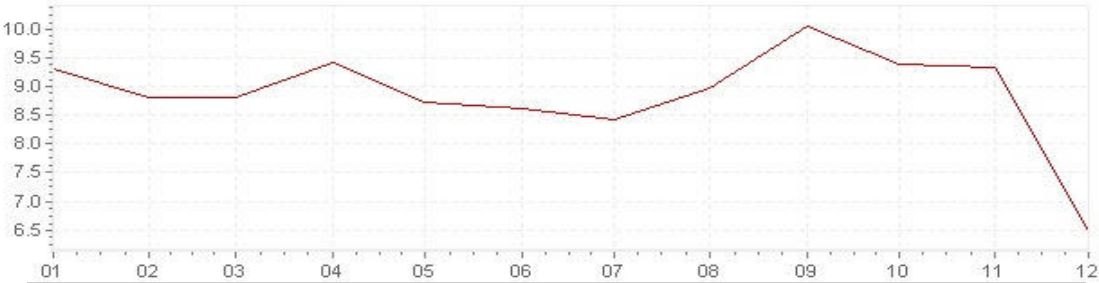




In the beginning the advertisement shows India's map as polluted and unhealthy. Then it shows a hospital in an unhygienic ambience with a few patients standing outside. A man is seen spitting on the walls making the surrounding healthier which in return gets more patients standing outside the hospital in a queue. Germs are seen spreading from the garbage and then young children are featured as the saviours to the environment. They clean the dirt; teach to use the dustbin and plant saplings in pot. The efforts of the small children shows colours as the hospital now look clean, green and hygienic. The advertisement ends with an image of the clean, lively and green nation.

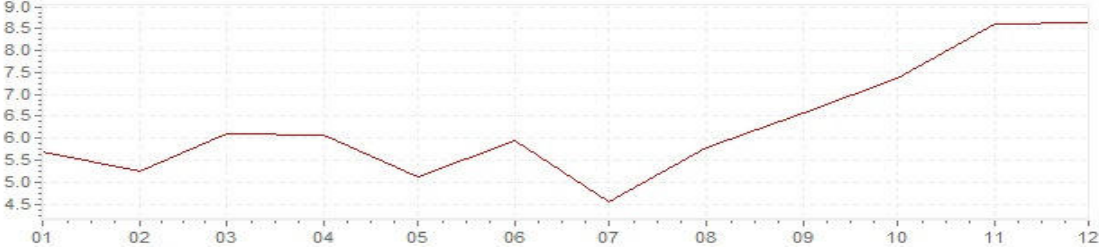
EXHIBIT 6: INFLATION IN CONSUMER PRICE INDEX

Chart - CPI inflation India 2011 (yearly basis)



The average inflation of India in 2011: **8.87 %**

Chart - CPI inflation India 1993 (yearly basis)



The average inflation of India in 1993: **6.31 %**