

Subject: ASCI Complaint Acknowledgement

Dear Ms. Nuggehalli Jayasimha,

Re: CCC Recommendation-1803 - C.94-Your complaint against the advertisement of "All India Poultry Development and Service"

The complaint was considered by the Consumer Complaints Council (CCC) at their meeting.

The ASCI had approached the advertiser for their response in addressing the grievances of the complainants and forwarded the details of the complaints, verbatim, to the advertiser with a request to respond to the same. The Advertiser was offered an opportunity for Personal Hearing with the ASCI Secretariat which they did not avail, but submitted their written response post the due date. The advertiser in their response stated that the advertisement was about Antibiotic Residues (ABRs) in poultry meat and the complainants are either unaware, or have deliberately chosen to conceal the fact that the 2017 study by CSE is about Antibiotic Residues (ABRs) in poultry litter and environment - not ABRs in poultry meat. The CSE study report has only given the levels of ABRs found in the samples analyzed by them, and no comparison was made with any Maximum Residue Levels (MRLs). Their chicken is safe for the export market (as certified by EIA, after analysis vis-a-vis EU standards). It is a fact that all the fast food chains are using the chicken produced in India for their restaurant chains and are satisfied about quality and food safety of the same. The complaints and the advertiser's response was reviewed by the technical expert of ASCI. The CCC viewed the print advertisement and considered the Advertiser's response as well as the opinion of Technical expert presented at the meeting. The CCC observed that -

Claim - "Eat chicken, It's healthy and benefits you" - This claim was considered to be factual as chicken is one of the best sources of protein. This complaint was **NOT UPHELD**.

Claims - "Vested interests from Western countries through so called NGO foundations appear to be trying to spread false and misleading information alleging indiscriminate usage of antibiotics" - These claims were not substantiated and amount to misinformation of facts, and are misleading by exaggeration. The CCC concluded that the advertisement contravened Chapter I.1 and I.4 of the ASCI Code. This complaint was **UPHELD**

Claims - "All QRS like vista foods producing for McDonalds, KFC, Pizza Hut, Burger King, and others buying from India for their outlets are happy with the hygiene and quality standards maintained" - Though multinational use cannot be considered as a certification, the fact that the advertiser has been meeting EU food standards means

that the antibiotic residues would have been below the permissible limits. However they not being certifying bodies, this claim is misleading by ambiguity. The CCC concluded that the advertisement contravened Chapter I.4 of the ASCI Code. This complaint was **UPHELD**

Claims - "A recent study by the center for Science and Environment (CSE) shows that the maximum residue Limits (MRL) in chicken meat in India are much lower than the permitted MRL as per European Union Standards" - The advertisement has quoted a 2014 study regarding antibiotic residue level in poultry meat.

However, based on the reference provided by the complainant, CSE itself has objected to the selective use of this data (<https://www.cseindia.org/cse-slams-indian-poultry-industry-for-using-its-name-to-misrepresentfacts-8497>). The CCC concluded that the advertisement contravened Chapter I.3 of the ASCI Code. (" Advertisement shall not, without permission from the firm or institution under reference contain any reference to such firm or institution which confers an unjustified advantage on the product advertised or tends to bring the firm or institution into ridicule or disrepute.") This complaint was **UPHELD**

We have advised the advertiser to withdraw or modify the said advertisement by **May 23, 2018**. You may note that while ASCI believes in persuasion to ensure self regulation in advertising content, in case of continued non-compliance, alternate remedies are available to consumers to approach an appropriate forum such as State Consumer Forum.

Thank you for having referred this complaint to us.

Assuring you of our services in the pursuit of Self-Regulation in Advertising.

Yours faithfully,

Riddhi Dharod
The Advertising Standards Council of India