



Overview

As new media and means of advertising emerge, static advertising rules must try and regulate an extraordinarily dynamic industry; the piquancy of new media which puts paid to traditional gentlemen's agreements for restraint from offensive and inaccurate content is among the greatest challenges of the law at present.

ADVERTISING STANDARDS AND REGULATORY FRAMEWORK IN INDIA

Advertising standards in India are prefaced on a combination of industry-adopted standards, laws governing various media, sector-specific laws and the consumer protection framework.

The Advertising Standards Council of India (ASCI) is the nodal, self-regulatory body, comprising members from industry, advertising and market research, purposed with maintaining honesty, trust and fairness in advertising. Ever more, however, industry regulators like the Telecom Regulatory Authority of India (TRAI), Securities and Exchange Board of India (SEBI), the Insurance Regulatory and Development Authority (IRDA) and the Food Safety and Standards Authority of India (FSSAI) too have begun to actively prescribe advertising standards within their influence. This multi-regulator landscape makes advertising compliance both complex and industry-specific.

PRODUCT LIABILITY AND CONSUMER PROTECTION RISKS

The main function of advertising is to boost a product or a service in the public perception. With innovative products and new technologies emerging constantly, companies need to carefully ensure that the use, marketing or sale of their product is not hindered due to legal non-compliance.

OUR ADVERTISING AND PRODUCT LIABILITY SERVICES

Anand & Anand provides comprehensive, preventive and curative legal support, including:

- Advertising law compliance and audits
- Strategic guidance on packaging and labelling
- Product liability risk assessment
- Representation before ASCI, FSSAI, legal metrology and sectoral regulators
- Prosecution and defence of false advertising and product disparagement actions
- Litigation before courts and tribunals

Our clients include media and entertainment companies, e-commerce platforms, publishers, financial institutions, hospitality brands, and consumer electronics manufacturers.

TRUSTED ADVERTISING AND PRODUCT LIABILITY LAWYERS IN INDIA

Whether launching a new campaign, responding to regulatory scrutiny, or managing product liability exposure, Anand & Anand offers strategic legal guidance tailored to today's complex advertising environment. [Contact our advertising and product liability lawyers](#) to safeguard your brand, ensure compliance, and resolve disputes effectively.

Awards & Recognition

Catering to big-ticket clients, our advertising practice is regarded the best. We are the Global Law Experts Annual Awards Winner – Advertising & Marketing Law Firm of the year

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