

Advertising & Claims Compliance (ASCI)

FMCG Brands & Distribution

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Reviews your advertising and product claims against ASCI code and FSSAI/legal norms — misleading claims, health/nutrition claims, comparative and disclaimer rules, and influencer disclosure — so campaigns do not get pulled or penalised. Use it before running ads. For on-pack claims use the Label & Legal Metrology Compliance Check.

Purpose of this tool & output

Advertise without landing in trouble

How the output is used

Use it to advertise without landing in trouble — an advertising and claims compliance check against ASCI and applicable rules.

Important cautions

Health and comparative claims need real substantiation; ASCI and FSSAI act on misleading food ads. Not legal advice.

Companion documents

- FSSAI Hygiene & Schedule-4 Audit
- Legal Metrology / Weights & Measures Compliance
- FMCG GST & HSN Compliance
- BIS / AGMARK / Certification Guide
- Product Recall & Traceability Plan
- FMCG Import / Export Compliance

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.