

Charts from GALA webinar 7 December 2023

Following are the charts on India 'Influencer' rules
from Kanu Priya of Kan & Krishme India.

The full webinar deck and commentary can be found in our International section

Chart 1 of 6 India Influencer rules

India

- Govt. of India issued 'Endorsements Know-hows!' for celebrities, influencers and virtual influencers on social media platforms.
- Must disclose material connection between advertiser and influencer/celebrity.
- Material connection include all benefits and incentives such as monetary compensation, free products, unsolicited discounts and gifts, contests and sweepstakes entries, trips or hotel stays, media barter, coverage and awards, or any family, personal or employment relationship.



Influencers/Consumer Reviews

Chart 2 of 6 India Influencer rules

India

- Disclosures to be clear, prominent and extremely hard to miss.
- Permissible terms include 'advertisement' or 'ad', 'sponsored', 'paid promotion' or 'paid'.
- Due diligence to be carried out by Celebrities/influencers regarding substantiation of claims.
- Product and service to be actually used or experienced by the endorser.
- Disclosure mandatory for virtual influencers.

Chart 3 of 6 India Influencer rules

India

उपभोक्ता मामले विभाग
DEPARTMENT OF
CONSUMER AFFAIRS

JAGO GRAHAK JAGO

75 Azadi Ka Amrit Mahotsav

G20 INDIA 2023

Additional Influencer Guidelines

For Health and Wellness Celebrities, Influencers and Virtual Influencers

HEALTH

RELAXATION TRAINING DIET EXERCISE MIND GYM MAINTENANCE FITNESS DIETING MENTAL SELF-CARE

ATHLETE MOTION ACTIVITY RUNNING SPORT ENJOYMENT RELAXED FIT ENVIRONMENT HAPPINESS

ENTERTAINMENT PHYSICAL ENERGY MEDICAL SCIENCE LIFESTYLE SPORT NUTRITION HYGIENE CARE SPORT ENVIRONMENT HAPPINESS ATHLETE MOTION ACTIVITY RUNNING SPORT ENJOYMENT RELAXED FIT ENVIRONMENT HAPPINESS

Chart 4 of 6 India Influencer rules

India

- Certified medical practitioners and health/fitness experts, with recognized certifications, must disclose their credentials while endorsing.
- Celebrities, influencers, and virtual influencers portraying themselves as health experts or medical practitioners must provide a clear disclaimer while endorsing.
- Celebrities, influencers, and virtual influencers must include a disclaimer that their content is not a substitute for professional medical advice.

Chart 5 of 6 India Influencer rules

India

- ASCI has also published Guidelines for Influencer Advertising in Digital Media.
- All ads published by social media influencers or their representatives must carry a disclosure label that clearly identifies it as an ad when a material connection exists between the advertiser and the influencer.
- Material connection need not necessarily be limited to monetary compensation.
- Influencers have to carry out due diligence regarding the substantiation of the claims made in the advertisement.



Chart 6 of 6 India Influencer rules

India

- Bureau of Indian Standards (BIS) has launched the Indian Standard (IS) 19000:2022 “Online Consumer Reviews – Principles and Requirements for their Collection, Moderation and Publication”, to curb fake and deceptive reviews on e-commerce platforms.
- Review administrator to not knowingly publish reviews that have been purchased.
- Reward may be offered for review of a product or service, irrespective of whether the review was positive or negative.



Influencers/Consumer Reviews