ASCI,

Please find attached a copy of a recent whistleblower communication regarding potential violations of ASCI guidelines in the influencer marketing industry in India.

The communication alleges widespread non-compliance with disclosure requirements for material connections between advertisers and influencers. Specifically:

1. Certain agencies have directly engaged influencers without ensuring proper disclosures as required by ASCI guidelines.

2. There are claims of influencers attempting to bypass disclosure requirements by not clearly identifying paid partnerships or sponsored content.

3. In many cases, disclosures are either missing entirely or placed inconspicuously at the end of post descriptions, contrary to ASCI's requirements for prominent and upfront disclosures.

4. The term "collab" is allegedly being used instead of "Paid Partnership" to obscure the nature of monetary compensation, which may not adequately convey the material connection to consumers.

5. The scale of undisclosed paid promotions appears to be significant, potentially misleading large numbers of consumers.

6. There are examples of negative campaigns it is likely that these creators are also creating negative content for brands that don't pay them, most likely on the behest of paying brands :

Examples are as below.

<https://www.instagram.com/reel/DAVv0gtsf59/?igsh=MXBsejR0djlnNDhidg==>

<https://www.threads.net/@mobiscrub/post/DAYYgV1Mcx4?xmt=AQGzxpMPjkfdRD8112BnErsWNY3g8N-8z803aMAMPN5wag>

[motorola Edge 50 Neo Unboxing - 3X Telephoto 📸 120Hz LTPO Display📱 @ ₹22,999 !](https://youtu.be/LaUu76vsF_A?feature=shared)

[Flip Phone with Biggest Outer Display at ₹49,999 ! \*Moto Razr 50\*](https://youtu.be/DhQq8WbzQkw?feature=shared)

[Realme 13+ Unboxing - Dimensity 7300E @ ₹22,000 !](https://youtu.be/VCJpufb_80o?feature=shared)

[Honor 200 Pro - Most CONFUSING Pricing !](https://youtu.be/na-OST4Tdoo?feature=shared)

[vivo V40 Pro Unboxing - Can it Compete Against DSLR ?](https://youtu.be/9t6bzcl_b94?feature=shared)

<https://www.instagram.com/reel/DAs0D-aMqTE/?igsh=dThsYXRuem9vZ3hz>

<https://www.instagram.com/reel/DALT7pPsYTE/?igsh=eHFlMGRmaXh6ZjNk>

<https://www.instagram.com/reel/C-49fBGy4GQ/?igsh=bXJrNDFocDZybDF5>

<https://www.instagram.com/reel/DAVv0gtsf59/?igsh=MXBsejR0djlnNDhidg==>

<https://www.threads.net/@mobiscrub/post/DAYYgV1Mcx4?xmt=AQGzxpMPjkfdRD8112BnErsWNY3g8N-8z803aMAMPN5wag>

