

Brief on

**DRAFT GUIDELINES
FOR RESPONSIBLE LABELLING
OF SGI IN ADVERTISING
RELEASED BY ASCI**



Brief: Draft Guidelines for Responsible Labelling of Synthetically Generated Content in Advertising

On May 08, 2025, the Advertising Standards Council of India (ASCI) released [Draft Guidelines for Responsible Labelling of Synthetically Generated Content in Advertising](#) (Draft Guidelines). These Draft Guidelines aim to regulate the use of Artificial Intelligence (AI) and synthetic content in advertising to ensure honesty, safety, and fairness. The Draft Guidelines align with the [amended Information Technology \(Intermediary Guidelines and Digital Media Ethics Code\) Rules, 2021](#), regulating synthetic content (IT Rules, 2021).

ASCI AI Labelling: The Risk-Based Framework

A risk-based assessment to determine if synthetic content is prohibited, requires a label, or can be used without disclosure.

TIER 1: HIGH RISK (PROHIBITED CONTENT)



Violations of the ASCI Code

Content that is illegal or misleading is prohibited even if an AI label is used.



Fabricated Endorsements & Deepfakes

Using AI doctors, fake testimonials, or a person's likeness without their explicit consent.



Misleading Visuals or Locations

Creating realistic but non-existent facilities or exaggerating product results through synthetic imagery.



RISK:
High Risk



REQUIREMENT:
Prohibited



INTENT:
Prevent illegal or
deceptive claims

TIER 2: MEDIUM RISK (LABELLING MANDATORY)



Labelling Mandatory

Required when AI materially influences decisions, such as virtual influencers or unbuilt product models.



RISK:
Medium Risk



REQUIREMENT:
Labelling Required



INTENT:
Ensure transparency
in material influence

TIER 3: LOW RISK (NO LABEL REQUIRED)



No Label Required

Minor enhancements or obvious fantasy elements that do not impact a consumer's informed choice.

Permitted AI Uses

Routine color correction, decorative backgrounds, and fantastical elements like dragons or fairies.



RISK:
Low Risk



REQUIREMENT:
No Label Required



INTENT:
Allow routine editing
and creative flair

Definition of Synthetically Generated Content

The Draft Guidelines define synthetically generated content as any advertisement that is artificially created, modified, or materially altered to appear authentic, including deepfakes, synthetic spokespersons, AI-generated voices, and materially altered imagery.

Risk-Based Assessment under Draft Guidelines

The Draft Guidelines propose a risk-based assessment to determine whether AI-generated content should be disclosed, with a focus on its potential to mislead consumers. They recommend using labels like "Audio/Video created using AI" or "Audio/Video enhanced using AI" to inform consumers, in line with the [ASCI Code for Self-Regulation of Advertising Content in India](#) (ASCI Code). Despite labelling, synthetic content can still be misleading if it harms consumers. All AI advertisements must comply with the ASCI Code. The proposed tiers to assess the risk associated with the content are given as follows:

Conclusion

The Draft Guidelines appear to incorporate the Data Security Council of India's [inputs](#) on the IT Rules, 2021. Notably, the document seeks to distinguish between benign AI-generated content and harmful applications, such as fabricated endorsements and deepfakes. The Draft Guidelines also address concerns about blanket regulation of synthetic content in advertisements, which may impose undue compliance burdens on legitimate users and creators.

Overall, the Draft Guidelines represent a balanced regulatory approach that aims to address the risks posed by synthetic content while avoiding unnecessary constraints on innovation, creativity, and legitimate uses of AI technologies.