VVS

Coaching centres make millions with misleading advertisements

In the 1970s and '80s, advertisements for coaching centres were simple and straightforward: small, column-sized ads, often just 20x3 or 15x3 inches, featuring genuine facts in the body copy. These ads were reviewed by the head of the coaching institute or a retired professor of English to ensure accuracy and ethics. As the market for coaching centres grew, so did competition, and with it, the rise of flashy, full-page colour ads. These ads often featured rows of "successful" candidates, flaunting their certificates to create a

sense of credibility. Soon, advertising agencies began to support the dreams of coaching centres by using persuasive adjectives and exaggerating the potential of their services, all in the name of staying ahead in a highly competitive, profit-driven industry. Ads like "CL, No. 1 CAT coaching institute with 9629 IIM Calls in CAT'14," "Best MBA prep for CAT, IIFT, XAT, NMAT, SNAP Exams," and "Undisputed market leader in the field of Management Entrance Training" became commonplace. Other claims—like "Best free MBA preparation website in India," "Students secure All India Rank for 12th year in a row!"-were bold and misleading. The list of exaggerated

promises seemed endless.
By January 2016, the
Advertising Standards
Council of India (ASCI) took action. The ASCI's Consumer Complaints Council (CCC) upheld complaints against several major coaching institutes in the MBA, engineering, and law sectors for making unsubstantiated claims in their ads. The CCC found that many of these advertisements violated ASCI's guidelines, which were designed to protect consumers from misleading, false, and unethical advertising practices.

The ASCI, established in 1985, is tasked with regulating advertising across industries in India. One of its core functions is to ensure the protection of consumers' interests, particularly when it comes to the advertising of educational services. The CCC, in its oversight role, investigates complaints against advertisements that are deemed false, misleading, or unethical. ASCI serves as the "executive arm" of India's Department of Consumer Affairs and plays a crucial role in regulating unfair advertising practices across sectors.

The Government Steps In: A Crackdown on Misleading Ads

After almost a decade of unregulated exaggeration and millions of parents investing in these false promises, the government decided to intervene and bring ethical standards to the coaching industry. In 2024, the Central Consumer Protection Authority (CCPA) imposed a penalty of Rs 54.6 lakh on 18 coaching institutes for deceptive advertising practices. These fines were part of a broader initiative to regulate the coaching

sector more effectively. The CCPA introduced the Guidelines for Prevention of Misleading Advertisements in the Coaching Sector, 2024, designed to protect students and the public from deceptive marketing tactics employed



jeopardize the future of

these regulations,

the government is

protecting students from unscrupulous practices

while aiming to restore

faith in the educational

support system. The

guidelines represent a

crucial intervention,

ensuring that coaching

institutes can no longer

thrive on deception, and

that students and parents

can make informed.

honest decisions about

their educational future.

Ultimately, the

government's crackdown

on misleading

advertisements in the

coaching sector is not

just about regulating

the market; it is about

safeguarding the integrity

of our educational

ecosystem. It is crucial

to ensure that the system

remains fair, transparent,

and genuinely supportive

of students and their aspirations. The

government must also

take swift action to

prevent a repeat of the

NEET-UG exam fiasco.

The NEET-UG exam

irregularities, which have

disrupted the lives of

lakhs of students and

devastated countless

families, lay bare

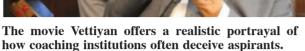
the systemic failures

of our institutions to

properly conduct public

By enforcing

young students.



by coaching centres. In the light of Nidhi Khare, Chief the Supreme Court's Commissioner of the statement that coaching CCPA and Secretary of the centres have become Department of Consumer "death chambers," Affairs, announced these exploiting students with guidelines, which target fake claims and promises, common misleading the new guidelines are a practices in the industry. necessary step in ensuring that these centres do not

The guidelines prohibit coaching institutes from making false claims about:

• The courses offered, including their duration, faculty qualifications, fees, and refund policies.

• Selection rates, success stories, exam rankings, and job security promises.

· Assured admissions, guaranteed high exam scores, or job placements. The guidelines

require coaching centres to provide accurate information about their infrastructure, resources, and facilities, and explicitly prohibit false representations about the quality of their services. Key Changes and New

Regulations

A notable aspect of the new guidelines is the restriction on using students' names, photos, or testimonials in advertisements without their written consent. Importantly, consent must only be obtained after a student's success, reducing the pressure on students to sign

agreements prematurely. Furthermore, coaching centres will now be required to disclose crucial details about students featured in their advertisements, such as their names, ranks, and course details. If a student paid for the course, this must be clearly stated. Disclaimers must be prominently displayed in the same font size as the other details, ensuring transparency and preventing the fine print from misleading

consumers. Another critical aspect of the guidelines addresses the common tactic used by coaching centres: creating a false sense of urgency or scarcity. Ads that imply limited seats or exaggerated demand to pressure students into quick decisions will no longer be allowed.

As part of the new regulations, coaching centres will be required to partner with the National Consumer Helpline, making it easier for students to file complaints related to misleading advertisements or unfair trade practices.

The Road Ahead: A Multi-Billion Industry Under Scrutiny

India's coaching industry is massive, currently valued at Rs 58,088 crore and projected to reach Rs ,33,995 crore by 2028. With such significant growth on the horizon, the coaching sector is set to attract millions of students in the coming years. This makes it more important than ever for the government to ensure that the sector operates ethically and

responsibly.



examinations. The consequences of these massive irregularities are severe. Aspirants who were otherwise eligible for admission to over 50,000 government medical colleges across the country now face an uncertain future. Thanks to inflated marks and manipulated results, many bright, deserving students will likely miss out on their rightful

place in medical schools. We are still waiting for the full report on this scam, but the damage is already clear. The simple truth is that education is the foundation for the nation's progress—it should never be a breeding ground for corruption, scams, or exploitation. It is high time that we protect the future of our youth and ensure that the doors of opportunity remain open to all, especially those from disadvantaged backgrounds.

INDOWIND ENERGY LIMITED

CIN: L40108TN1995PLC032311

REGD Office: "Kothari Buildings" 4th Floor, 114, M.G.Road, Nungambakkam,
Chennai- 600 034. Tel: 044-28331310 Email: contact@indowind.com

EXTRACT OF STATEMENT OF FINANCIAL RESULTS FOR THE QUARTER ENDED 30.09.2024

		Consol	idated	
Particular		Quarter ended		Year ended
T di Nodiai	30.09.2024 (Un-Audited)	30.06.2024 (Un-Audited)	30.09.2023 (Un-Audited)	31.03.2024 (Audited)
Total income from operations (Gross)	1345.02	547.39	1795.70	4184.18
Net Profit / (Loss) for the period (before Tax, Exceptional and Extraordinary Items)	403.72	144.47	402.06	661.02
Net Profit / (Loss) for the period before tax (after Exceptional and Extraordinary Items)	403.72	144.47	402.06	556.02
Net Profit / (Loss) for the period after tax (after Exceptional and Extraordinary Items)	441.70	168.93	495.49	726.89
Total Comprehensive Income for the period (Comprising Profit/Loss for the period (after tax) and other comprehensive Income (after tax))	441.10	161.25	502.94	711.67
Paid up Equity Share Capital of Rs.10/- each	12880.17	10733.48	10733.48	10733.48
Reserves (excluding Revaluation Reserve)	-	-	-	12982.95
Farnings Per Share (of `Bs 10/- each)				

(for continuing and discontinued operations)

Basic (in Rs.): Diluted (in Rs.): 0.34 0.47 0.68 0.16 Note: 1. Additional information on Standalone Financial Results pursuant to Reg. 47(1)(b)

	Standalone					
Particulars		Year ended				
	30.09.2024 (Un-Audited)	30.06.2024 (Un-Audited)	30.09.2023 (Un-Audited)	31.03.2024 (Audited)		
Total income from Operations	1019.01	288.55	1401.82	3017.12		
Profit / (Loss) Before Tax	350.11	121.54	401.68	367.47		
Profit / (Loss) After Tax	388.12	146.00	495.11	538.35		
Total Comprehensive Income	396.76	154.46	503.05	554.05		

2. The above is an extract of the detailed format of quarterly results for the quarter ended on 30th September 2024 filed with the Stock Exchange under Regulation 33 of the SEBI (Listing and Other Disclosure Reguirements) Regulations, 2015. The full formats of the Standalone and Consolidated Financial Results were reviewed by the Audit Committee and approved at the Meeting of the Board of directors of the Company at the Meeting held on 13th November, 2024 and the same are available on the Stock Exchange websites. (www.bseindia.com / www.nseindia.com) and Company's Website www.indowind.com

> For **INDOWIND ENERGY LIMITED** Sd./- N K Haribabu

Date: 13th November, 2024 Whole-Time Director & CFO



MUNOTH FINANCIAL SERVICES LIMITED

Regd. Office: Suite No. 46&47 "MUNOTH CENTRE",

343, Triplicane High Road, 3rd Floor, Chennai 600 005. CIN: L65991TN1990PLC019836

UNAUDITED FINANCIAL RESULTS FOR THE SECOND QUARTER ENDED 30TH SEPTEMBER 2024

SI. No.	Particulars	3 months ended 30.09.2024 Unaudited	Previous 3 months ended 30.06.2024 Unaudited	3 months ended 30.09.2023 Unaudited	6 months ended 30.09.2024 Unaudited	6 months ended 30.09.2023	Year Ended 31.03.2024
1	Total income from operations	46.15	13.75	84.43	59.90	113.02	105.90
2	Net Profit / Loss for the period (before Tax ,Exceptional and /or Extraordinary items #)	19.47	(3.95)	62.02	15.52	74.99	18.64
3	Net Profit / Loss for the period before tax (after Exceptional and /or Extraordinary items #)	19.47	(3.95)	62.02	15.52	74.99	18.64
4	Net Profit / Loss for the period after tax (after Exceptional and /or Extraordinary items #)	19.47	(3.97)	62.02	15.52	75.01	18.91
5	Share of profit of associate accounted for using the equity method, if any,	-	-	-	-	-	-
6	Total Comprehensive Income for the period [comprising Profit /(Loss)for the period (after tax) and Other Comprehensiive Income (after tax)]	19.47	(3.97)	62.02	15.52	75.01	31.31
7	Equity Share Capital	513.53	513.53	513.53	513.53	513.53	513.53
8	Reserves (Excluding Revaluation Reserve as shown in the audited balance sheet of previous year)	_	-	_	_	-	200.73
9	Earnings Per Share (Face value of Rs .10/- each) (not annualised) Basic & Diluted:	0.38	(0.08)	1.21	0.30	1.46	0.37

Place: Chennai

13.11.2024

Date

- 1. The above information has been extract from the detailed Second quarter ended 30th September 2024, unaudited Financial Results which have been reviewed by the Audit Committee, approved by the board of Directors in the Board meeting held on 13th November 2024 being subjected to a limited review by the statutory auditors and filed with the Stock Exchanges under Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. The full format of the same are available on the Stock Exchange Website i.e. www.bseindia.com and on the company's website www.munothfinancial.com.
- 2. The financial results have been prepared in accordance with the Companies (Indian Accounting Standards) Rules, 2015 (IND-AS) prescribed under section 133 of the companies act 2013 and other accounting principles generally accepted in India.
- 3. Figures for the previous period have been regrouped/rearranged wherever necessary.
- 4. Segment wise reporting is not applicable as the company operates in a single segment viz; Capital Markets.

for MUNOTH FINANCIAL SERVICES LIMITED

Jaswant Munoth Managing Director DIN No: 00769545

MUNOTH COMMUNICATION LIMITED

Regd. Office: Suite No. 48 "MUNOTH CENTRE". 3rd Floor, 343, Triplicane High Road, Chennai 600 005. CIN: L65991TN1984PLC010816

UNAUDITED FINANCIAL RESULTS FOR THE SECOND QUARTER AND HALF YEAR ENDED 30TH SEPTEMBER 2024

STANDALONE CONSOLIDATED Correspondinal 3 months Previous 6 months 6 months Year 3 months Previous orresponding 6 months 6 months Year 3 months ended 3 months 3 months ended ended 3 months SI. **Particulars** 30.09.2024 31.03.2024 30.09.2024 31.03.2024 30.09.2023 30.09.2024 30.09.2023 ended ended ended ended 30.09.2024 No. 30.06.2024 30.09.2023 30.06.2024 30.09.2023 Unaudited Unaudited Unaudited Unaudited Audited **Jnaudited** Unaudited **Jnaudite** Audited Unaudited Unaudited 1 Total income from operations 0.00 37.53 0.08 29.98 3.22 0.08 3.22 0.08 0.00 0.00 0.08 0.00 Net Profit / Loss for the period (before Tax. Exceptional and / or Extraordinary items #) (10.41)(4.90)(15.31)(19.66)(2.59)0.00 0.00 (11.12)0.00 (11.13)(19.66)(10.14)Net Profit / Loss for the period before tax (after Exceptional and / or Extraordinary items #) (10.41)(4.90)(11.13)(15.31)(19.66)(2.59)0.00 0.00 (11.12)0.00 (19.66)(10.14)(19.93) 0.00 0.00 0.00 (19.93) 4 Net Profit / Loss for the period after tax (10.41) (4.90) (11.13) (15.31) (24.18)(11.12) (31.79) 5 Share of profit of associate accounted for using 0.00 0.00 0.00 0.00 0.00 (0.06)the equity method, if any, Total Comprehensive Income for the period [comprising Profit / (Loss) for the period (after tax) and Other Comprehensiive Income (after tax)] 102.44 83.54 8.17 185.98 (53.59)(30.54)0.00 0.00 8.18 0.00 (53.59)(38.15)Equity Share Capital 995.13 995.13 995.13 995.13 0.00 0.00 995.13 0.00 995.13 995.13 995.13 995.13 Reserves (excluding Revaluation Reserve as shown in the Audited Balance sheet of 0.00 0.00 0.00 163.88 0.00 0.00 438.71 Earnings Per Share (Face value of Rs.10/- each) (0.05)(0.15)(0.25)0.00 0.00 0.00 (not annualised) Basic & Diluted: (0.10)(0.12)(0.21)(0.12)(0.21)(0.33)

- 1. The above information has been extract from the detailed Second quarter and half year ended 30th September 2024 unaudited Financial Results which have been reviewed by the Audit Committee, approved by the board of Directors in the Board meeting held on 13th November 2024, being subjected to a limited review by the statutory auditors and filed with the Stock Exchanges under Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. The full format of the same are available on the Stock Exchange Website i.e. www.bseindia.com and on the company's website www.munothcommunication.com. CFORE Telecom Private Limited ceases to be an Associate Company of Munoth Communication Limited with effect from 31st March 2024. Hence the consolidation of accounts has not been done and therefore the figures appears as 0 for three months and six months ended 30th September 2024. This file is submitted to satisfy the criteria of SEBI LODR Regulations, wherein the Company is liable to submit the consolidated results for one subsequent financial year from the date it ceases to be an Associate Company.
- 2. The financial results have been prepared in accordance with the Companies (Indian Accounting Standards) Rules, 2015 (IND-AS) prescribed under section 133 of the companies act 2013 and
- other accounting principles generally accepted in India. 3. Figures for the previous period have been regrouped/rearranged wherever necessary.
- 4. Segment wise reporting is not applicable as the company operates in a single segment viz; selling and distribution of mobile phones and accessories.

for Munoth Communication Limited **Jaswant Munoth** Managing Director (DIN No: 00769545)

Chennai Date: 13.11.2024