

NO.N-41011/28/2018-BC-III
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
'A' WING, SHASTRI BHAWAN,
NEW DELHI – 110001

Dated: 15th September, 2020


ADVISORY

This Ministry has been getting references from time to time about the surrogate advertisements of prohibited products on private satellite TV channels. This Ministry's previous directive bearing No.804/36/2010-BC.III dated 17.6.2010 is also relevant in this regard.

2. Rule 7(2)(viii)(A) of Advertising Code enshrined under Cable Television Networks Rules, 1994 prohibits direct or indirect advertisements of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants. However, advertisements of genuine products sharing brand name or logo of such products are permissible subject to specified conditions prescribed therein. The rule thus aims at prohibiting surrogate advertisements while at the same time allowing advertisements of genuine brand extensions subject to specified conditions.

3. Second proviso of Rule 7(2)(viii)(A) provides that such advertisement has to be previewed and certified by Central Board of Film Certification as suitable for unrestricted public exhibition and are in accordance with stipulated conditions.

4. It is accordingly advised that all advertisements of the nature referred to at para 2 above strictly follow the stipulations contained in the Rules and are previewed and certified by Central Board of Film certification (CBFC) before being telecast on Television.


(G.C. ARON)
Director (BC)
Tele.23386394

To

All Private Satellite TV channels

Copy to:

1. Shri Rajat Sharma, President, News Broadcasters Association (NBA), Mantec House, 3rd Floor, C-56/5, Sector 62, NOIDA – 201307
2. Shri N.P. Singh, President, The Indian Broadcasting Foundation (IBF), B-304, 3rd Floor, Ansal Plaza, Khelgaon Marg, New Delhi – 110049
3. Ms. Shweta Purandhare, Secretary General, The Advertising Standards Council of India, B/717, Aurus Chamber, S.S. Amrutwar Marg, Worli, Mumbai – 400 018