

No. DM/15/2022-DM
Government of India
Ministry of Information & Broadcasting
A Wing, Shastri Bhawan
New Delhi – 110 001

August 25, 2023

ADVISORY

To,

- (i) Newspapers registered under Press and Registration of Books Act, 1867
- (ii) Private Satellite Television Channels
- (iii) Publishers of news and current affairs content on digital media
- (iv) Online Advertisement Intermediaries
- (v) Social Media Platforms

Subject: Advisory on Advertisements including Surrogate Advertisements of Online Betting Platforms- reg.

The Ministry has issued Advisories from time to time for television, print, and digital media, including social media platforms, to refrain from publishing, broadcasting advertisements of online betting platforms and/or any such product/service depicting these platforms in a surrogate manner. The online advertisement intermediaries have also been advised not to target such advertisements towards the Indian audience. Advisories issued by the Ministry on 13.06.2022, 03.10.2022 and 06.04.2023 are enclosed for reference.

2. The above mentioned Advisories clearly mention that betting and gambling is an illegal activity and hence advertisements/promotion of such activities directly or indirectly on any of the media platforms falls foul of the various statutes, including under the Consumer Protection Act, 2019, the Press Council Act 1978, etc. Attention is also invited to the recently amended rule 3 (1) (b) of the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 which provide that intermediaries shall make reasonable efforts by itself, and to cause the users of its computer resource to not host, display, upload, modify, publish, transmit, store, update or share any information that **“is in the nature of an online game that is not verified as a permissible online game; (x) is in the nature of advertisement or surrogate advertisement or promotion of an online game that is not a permissible online game, or of any online gaming intermediary offering such an online game;”**

3. It may be noted that recently, the Central Government has taken action against a network of agents who had collected substantial money from users of gambling apps and subsequently

funneled the funds out of India. In this regard, it may be noted that advertisements of gambling/betting platforms not only pose significant financial and socio-economic risk for the consumers, especially youth and children, but has linkages to money laundering networks, thereby threatening the financial security of the country.

4. Despite the above mentioned illegalities as well as the high chance of black money being used to pay for such advertisements. It has come to the notice that certain media entities, including advertisement intermediaries and social media platforms, have been allowing direct and indirect advertisements of betting and gambling platforms during major sporting events, including cricket tournaments. It is also observed that there is a tendency to spike promotion of such betting and gambling platforms during a major sporting event, especially cricket, and one such important international event is beginning in a few days from now.

5. As the nodal Ministry for the media industry in India, the Ministry advises all stakeholders, including the media entities, online advertisement intermediaries and social media platforms, to immediately refrain from showing such advertisements/promotional content in any form whatsoever, failing which the Government would be constrained to take appropriate action under the various statutes.

This issues with the approval of the Competent Authority.

Encl: as above.



(Kshitij Aggarwal)
Deputy Director (Digital Media)
Email: kshitij.aggarwal@gov.in

Copy to:-

1. Secretary, Ministry of Consumer Affairs, Government of India.
2. Secretary, Ministry of Electronics & Information Technology.
3. Secretary, Press Council of India.
4. Self-Regulatory Bodies under Cable Television Network (Amendment) Rules, 2021.
5. Self-Regulatory Bodies under Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021.
6. Online Advertisement Intermediaries.
7. Social Media Platforms.
8. Secretary, Advertising Standards Council of India (ASCI)
9. Various associations of print media and electronic media.

No.DM/15/2022-DM
Government of India
Ministry of Information & Broadcasting
A Wing, Shastri Bhawan
New Delhi – 110 001.

April 6, 2023

ADVISORY

To

- (i) Newspapers registered under Press and Registration of Books Act, 1867
- (ii) Private Satellite Television Channels
- (iii) Publishers of news and current affairs content on digital media
- (iv) Online Advertisement Intermediaries

Subject: Advisory on Advertisements including Surrogate Advertisements of Online Betting Platforms – reg.

Attention is invited to Advisories issued by this Ministry on 13.06.2022 followed by that on 3rd October, 2022 on the above subject wherein the Ministry had taken strong exception to the publication/transmission on various media platforms of advertisements/promotional content of betting platforms/sites and had strongly advised media to refrain from transmitting such content, including their depiction as news websites or such other activities in a surrogate manner. While issuing the advisory, the Ministry had made mention of the fact that betting and gambling is an illegal activity and hence advertisements/promotion of such activities directly or indirectly on any of the media platforms falls foul of the various statutes, including under the Consumer Protection Act, 2019, the Press Council Act 1978, Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 etc. Attention is also invited to the Norms of Journalistic Conduct of the Press Council which, inter alia, mentions that *“newspapers should not publish an advertisement containing anything which is unlawful or illegal.....”*, and further that *“The newspapers and periodicals should scrutinize the advertisement inputs from ethical as well as legal angles in view of the editor’s responsibility for all contents including advertisement, under Section 7 of PRB Act, 1867. Revenue generation alone cannot and should not be the sole aim of the Press, juxtaposed much larger public responsibility”*.

2. In spite of the above very clear position, the Ministry has been informed of recent instances where news publishers, including mainstream English and Hindi

newspapers, have published/printed advertisements/promotional content of betting sites/platforms which are clearly violative of the statutes and the various norms/guidelines issued thereunder as also goes against the very spirit of the advisory issued by MIB. It is also noticed that some of the news publishers have carried advertisements of a betting platform in which the audience are being encouraged to watch a sports league on its platform, which prima facie appears to be a case of piracy of content and violative of the Copyright Act, 1957. Exemplars of such advertisements are enclosed.

3. The Ministry takes strong exception to such practices and urges all stakeholders, including the media platforms and the various online advertisement intermediaries, to immediately refrain from showing such advertisements/promotional content in any form whatsoever. In the event news publishers, etc., are found to be not adhering to the aforementioned Advisory, the Government would be constrained to take appropriate action under the various statutes.

This issues with the approval of the competent authority.

Encl: as above



(Kshitij Aggarwal)
Deputy Director (Digital Media)
Email: kshitij.aggarwal@gov.in

Copy to:-

1. Secretary, Ministry of Consumer Affairs, Government of India
2. Secretary, Ministry of Electronics & Information Technology
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6. Online Advertisement Intermediaries
7. Secretary, Advertising Standards Council of India (ASCI)
8. Various associations of print media and electronic media

आइपीएल में खेलने वाले खिलाड़ियों की सूची... (List of players and their stats)

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Wood-Mayers' giant show
Allrounder's 38-Ball 73 Followed by Pacer's Fiery 5/14 Help LSG Hand Capitals A Heavy Defeat In Their Opener

Kings rule over sloppy Knights

SCOREBOARD

LSG: Wood 73, Mayers 38, ...
Kings: ...

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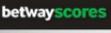
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INDIAN T20 LEAGUE

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Punjab Kings & Kolkata seek to put troubles aside

Hit By Injuries To Marquee Players. The Two Teams Square Off In Mohali On Saturday

INDIAN PREMIER LEAGUE Punjab Kings and Kolkata Knight Riders are set to square off in Mohali on Saturday. Punjab Kings are looking to bounce back after a disappointing season, while Kolkata Knight Riders aim to secure a top position in the playoffs. The match is expected to be a high-scoring affair.



FACE-OFF
 10:20

NUMBERS GAME
 5/19

7

'Impact Player' limits chances for domestic allrounders: Hesson

INDIAN PREMIER LEAGUE The introduction of the 'Impact Player' rule in the Indian Premier League has significantly limited the chances for domestic all-rounders, according to cricket analyst Hesson. He believes this rule favors specialist batsmen and bowlers over versatile players.



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Page 27 / 30



Federat GP

Raza hopes to make his maiden stint memorable

INDIAN PREMIER LEAGUE Raza is looking to make his debut in the IPL 2023 season. He is confident and ready to contribute to his team's success.

INDIAN PREMIER LEAGUE The IPL 2023 season is set to begin soon. Fans are excited to see the new players and teams competing for the title.

Ready to miss initial stage, Maxwell uncertain for opener

INDIAN PREMIER LEAGUE Maxwell is uncertain if he will be able to play in the opening matches of the IPL 2023 season. He is recovering from an injury and needs more time to get back to full fitness.

Ready to host Rishabh Pant at Delhi stadium for DC's matches

INDIAN PREMIER LEAGUE Delhi Capitals are preparing to host Rishabh Pant in their home ground for their matches in the IPL 2023 season. The stadium is being readied for the arrival of the star player.



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Titans edge past CSK in opener

GI's 63 and Rashid's all-round show help Gujarat charge to a first T20 victory over Super Kings

Match Report

Titans' opening batsmen, Gujarat's all-rounders and a superb bowling performance from the Gujarat franchise helped them to a first T20 victory over the Chennai Super Kings in the opening match of the Indian T20 League. Gujarat's innings was led by opener Gireesh Gill, who scored 63 runs, and Rashid Khan, who contributed 40 runs and 3 wickets. Gujarat's bowlers, led by Jasprit Bumrah, who took 3 wickets, and Hardik Pandya, who took 2 wickets, were the key to their success.

CSK's innings was led by opener Ravindra Jadeja, who scored 45 runs, and Ravichandran Ashwin, who contributed 35 runs and 2 wickets. CSK's bowlers, led by Jasprit Bumrah, who took 2 wickets, and Ravichandran Ashwin, who took 2 wickets, were the key to their success.

The match was a closely fought affair, with Gujarat leading by 10 runs at the end of the first innings. CSK fought back in the second innings, but Gujarat's bowlers were able to restrict them to 150 runs. Gujarat won the match by 10 runs.

Match Stats

Team	Runs	Wickets
Gujarat	160	3
CSK	150	2

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INDIAN T20 LEAGUE

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Mayers, Wood star as Lucknow put up super show against DC

Oppener hits 73 and Wood's all-round performance helps Lucknow to a first T20 victory over Delhi Capitals

Match Report

Lucknow Super Giants' opener, Mayers, and all-rounder Wood were the stars in their first T20 victory over Delhi Capitals. Mayers scored 73 runs, and Wood contributed 45 runs and 3 wickets. Lucknow's bowlers, led by Jasprit Bumrah, who took 2 wickets, and Mayers, who took 2 wickets, were the key to their success.

DC's innings was led by opener Rishabh Pant, who scored 45 runs, and Shikhar Dhawan, who contributed 35 runs. DC's bowlers, led by Jasprit Bumrah, who took 2 wickets, and Mayers, who took 2 wickets, were the key to their success.

The match was a closely fought affair, with Lucknow leading by 10 runs at the end of the first innings. DC fought back in the second innings, but Lucknow's bowlers were able to restrict them to 150 runs. Lucknow won the match by 10 runs.

Match Stats

Team	Runs	Wickets
Lucknow	160	3
DC	150	2

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INDIAN T20 LEAGUE

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Rain, faulty floodlights mar Punjab victory over Kolkata

Oppener hits 73 and Wood's all-round performance helps Punjab to a first T20 victory over Kolkata Knight Riders

Match Report

Punjab Kings' opener, Mayers, and all-rounder Wood were the stars in their first T20 victory over Kolkata Knight Riders. Mayers scored 73 runs, and Wood contributed 45 runs and 3 wickets. Punjab's bowlers, led by Jasprit Bumrah, who took 2 wickets, and Mayers, who took 2 wickets, were the key to their success.

KKR's innings was led by opener Rishabh Pant, who scored 45 runs, and Shikhar Dhawan, who contributed 35 runs. KKR's bowlers, led by Jasprit Bumrah, who took 2 wickets, and Mayers, who took 2 wickets, were the key to their success.

The match was a closely fought affair, with Punjab leading by 10 runs at the end of the first innings. KKR fought back in the second innings, but Punjab's bowlers were able to restrict them to 150 runs. Punjab won the match by 10 runs.

Match Stats

Team	Runs	Wickets
Punjab	160	3
KKR	150	2

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INDIAN T20 LEAGUE

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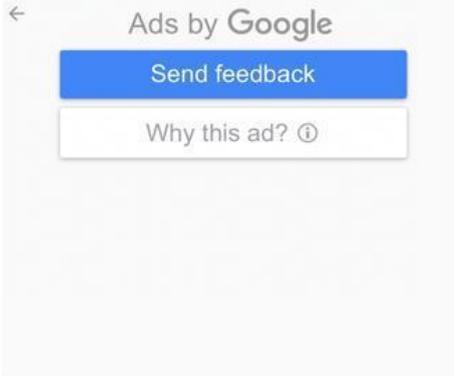
सावरकरांवरून उद्धव ठाकरेची राहुल गांधींवर टीका, आता काँग्रेसने दिलं असं प्रत्युत्तर, म्हणाले...



मुंबई - सावरकरांच्या मुद्द्यांवर शिवसेना उद्धव बाळासाहेब ठाकरे पक्ष व काँग्रेस पक्षाचे विचार वेगवेगळे आहेत हे सर्वश्रुत आहे. काँग्रेस पक्षाने विचारांशी कधीच तडजोड



ऑटो : कार-बाईकमध्ये इंधनाची टाकी पूर्ण भरू नका, अन्यथा...;
सरकारने जारी केल्या मार्गदर्शक सूचना



No. DM/15/2022-DM
Government of India
Ministry of Information & Broadcasting
A Wing, Shastri Bhawan
New Delhi-110001

Dated 3rd October, 2022

ADVISORY

To,

- i. Publishers of news and current affairs content on digital media
- ii. Publishers of online curated content (OTT platforms)

Subject: Advisory on Advertisements of Online Betting Platforms

Attention is invited to the Advisory dated 13.06.2022 (copy enclosed) issued by this Ministry to publishers of news and current affairs content on digital media advising them to refrain from publishing advertisements of online betting platforms on online and social media. The online advertisement intermediaries were also advised not to target such advertisements towards the Indian audience. The Advisory had been issued for the reason that betting and gambling is prohibited in most parts of the country, and pose significant financial and socio-economic risk for the consumers, especially youth and children. Accordingly, the promotion of offline or online betting/gambling through advertisements is not advised in larger public interest.

2. In this regard, the Ministry has observed that promotional content and advertisements of betting platforms are still visible on certain news platforms and OTT platforms. Exemplars of such advertising on digital media are hereby enclosed as **Exhibit-I**.
3. Further, it has also come to the notice of this Ministry that some online offshore betting platforms have started using news websites as a surrogate product to advertise betting platforms on digital media. Exemplars of such surrogate advertising on digital media are enclosed at **Exhibit-II**.
4. Betting and gambling is an illegal activity in most parts of India. In accordance with the Paragraph 9 of the Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements 2022 under the Consumer Protection Act, 2019, it has been observed that since betting and gambling is illegal, advertisements of online offshore betting and gambling platforms are prohibited. In this regard, it may be noted that in accordance with the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021, advertisements of betting platforms, being an illegal activity, can not be shown on digital media.

5. In respect of the advertisements of the surrogate news websites operated by the online betting platforms, it may be mentioned that the logos of the concerned news websites are strikingly similar to the betting platform. The concerned betting platforms and the corresponding news websites are also not registered with any legal authority under Indian laws. Accordingly, the online offshore betting platforms appear to be promoting betting and gambling under the garb of news as surrogate advertising. In this regard, the Department of Consumer Affairs has also informed that online betting platforms have been advertising themselves as professional sports blogs, sports news websites, etc. while providing an indicative list of online betting platforms which are using news for surrogate advertising.

6. Having regard to the provisions of the Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements 2022 under the Consumer Protection Act, 2019 read with the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021, it is informed that advertisements of concerned news websites, which are in fact surrogate advertisements for online offshore betting platforms, do not appear to be in strict conformity with these laws.

7. In light of the Ministry's Advisory dated 13.06.2022 and the above, and having regard to the larger public interest involved, the online news websites and OTT platforms are strongly advised to refrain from broadcasting advertisements of online betting platforms and/or their surrogate news websites or any such product/service depicting these platforms in a surrogate manner. The online advertisement intermediaries are also advised not to target such advertisements towards the Indian audience.

8. This issues with the approval of the competent authority in the Ministry.



(Kshitij Aggarwal)

Assistant Director (Digital Media)

Email: kshitij.aggarwal@gov.in

Copy to:

- i. Secretary, Ministry of Consumer Affairs, Government of India
- ii. Secretary, Ministry of Electronics and Information Technology
- iii. Self-Regulatory Bodies under Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021
- iv. Social media intermediaries
- v. Secretary, Advertising Standards Council of India

Exhibit-I



HOME » BUSINESS SPOTLIGHT

OUTLOOK FOR BRANDS

Parimatch Bonus Code: 30BONUS (Claim Sign Up Bonus)

Parimatch is one of the leading online casino bookies in India. The platform is available in INR and features various betting options, including live cricket betting. On top of that, it offers an array of other sports, including football, tennis, basketball, e-sports, and more.

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Paris Saint-Germain Welcomes Betting Company 1xBet as New Regional Partner

By: [News Desk](#) • [News18.com](#) • Last Updated: AUGUST 29, 2022, 14:38 IST • New Delhi, India

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International betting company [1xBet](#) and the French football club Paris Saint-Germain have struck a partnership deal for the next three seasons.

1xBet is one of the world's leading bookmakers, operating directly and via its franchise partners in more than 50 countries across Latin America, Europe, Africa, and Asia, employing thousands of staff.

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Fastest Response Time. Play Your Favorite Game On India's Largest **Platform**. Click On the Link and Get a Free **Cricket** ID Today. 3000000+ Real Users. Get ID in 2 Minutes. 100% Licensed and Trusted. Instant Chat Support. Anytime Withdrawal. Real Players Only.

Ad · <https://www.cricksportplay.com/top-betting/sites> ▾

Top Cricket Betting Sites - List of Betting India

Play with your friends in our popular daily fantasy sports app. Download it and play. Best **cricket** matches are waiting for you in our top-quality daily fantasy sports app. Best Games. How To Play · Help Center

Sports

1xBet is the new Official Regional Partner of LOSC Lille

PUNJAB NEWS EXPRESS | September 06, 2022 09:13 PM

Facebook Twitter WhatsApp Pinterest

1xBet, one of the world's leading bookmakers, has become the Official Regional Partner in Africa. The duration of the agreement is 3 years. According to the terms of the deal, the betmaker will also become the regional partner in the Middle East, North and Central America.

As part of the agreement, 1xBet receives the rights to use the logo of the French club and the collective image of its players in their promotional campaigns. Furthermore, 1xBet advertising can be seen on LED boards during the club's top matches in the French Championship, and the cooperation itself will be actively covered on social networks.

In addition, a special page has been created for club fans - <https://1xlosc.com>. Here, supporters can get a promotional code for registering at 1xBet under improved conditions.

Live Scores Series Teams News Features Videos Stats Edition IN

CREATE THE PERFECT XI WITH WONDERWINS FANTASY PICK WATCH NOW News Headlines

HOME INDIA WORLD BUSINESS SPORTS SCI/TECH LEISURE ENTERTAINMENT

What are the odds on FairPlay!

The Week Focus | Updated: September 13, 2022 10:56 IST

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नकद बोनस प्राप्त करें **1000INR**

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Home » Cricket » News » ICC T20 World Cup: India Squad from 2022 vs India Team from 2021; players who are missing this year

ICC T20 World Cup: India Squad from 2022 vs India

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Exhibit-II



Breaking By Parimatch News: Sanju Samson को मिली T20 Team में Entry, KL Rahul की जगह मिला मौका

85,471 views Streamed live on Jul 29, 2022 Sanju Samson has been named to Team India's T20 ro...more

3K Dislike Share ...

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Comments 259

Sanju ko permanent karo team 15 me, usko replacement me...

INDIA NEWS INDUSTRY MARKETS STOCK HEALTHCARE MONEY AUTO DIGITAL CU

Parimatch News ropes in Dinesh Karthik as its brand ambassador

The signing of Karthik is another step, for Parimatch, towards expanding its reach in the country

Written by [BrandWagon Online](#)

April 28, 2022 7:38:19 pm



d.andbeyond.media...

INDIA NEWS INDUSTRY MARKETS STOCK HEALTHCARE MONEY AUTO DIGITAL

FairPlay News rolls out new campaign 'Khel Ja'

The campaign features MC Mary Kom, Saina Nehwal, Ranbir Kapoor, Kiara Advani, Mithali Raj, Sunil Narine, and Eoin Morgan

Written by [BrandWagon Online](#)

Updated: August 28, 2022 10:10:25 am



ലാഭം ചുരുക്കം സിനിമ ടെലി കാമ്പൈൻ ബിസിനസ് ടെക്നോളജി

ലൈൻ 2022-23 സീസൺ ഐ എസ് എല്ലിൽ കേരള ബ്ലാസ്റ്റേഴ്സിന്റെ...



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1XBAT SPORTING LINES

Marketing & Advertising News / Latest Marketing & Advertising News / Marketing

DafaNews becomes principal sponsor for Hyderabad FC

The association will see Hyderabad FC sport the DafaNews logo on all of their match jerseys...

ETBrandEquity • October 27, 2021, 19:30 IST





DafaNews has announced that will be the principal sponsor for Hyderabad FC. The brand entered India's premier

No. DM/15/2022-DM
Government of India
Ministry of Information & Broadcasting
A Wing, Shastri Bhawan
New Delhi-110001

Dated 3rd October, 2022

ADVISORY

To

Private Satellite Television Channels

Subject: Advisory on Advertisements of Online Betting Platforms

Attention is invited to the Advisory dated 13.06.2022 (copy enclosed) issued by this Ministry to Private Satellite TV channels advising them to refrain from publishing advertisements of online betting platforms. The Advisory had been issued for the reason that betting and gambling is prohibited in most parts of the country, and pose significant financial and socio-economic risk for the consumers, especially youth and children. Accordingly, the promotion of offline or online betting/gambling through advertisements is not advised in larger public interest.

2. It has now come to the notice of this Ministry that some online offshore betting platforms have started using news websites as a surrogate product to advertise their betting platforms on TV channels. Exemplars of such surrogate advertising on TV channels are enclosed at **Exhibit-I**.

3. Betting and gambling is an illegal activity in most parts of India. In accordance with the Paragraph 9 of the Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements 2022 under the Consumer Protection Act, 2019, it has been observed that since betting and gambling is illegal, advertisements of online offshore betting and gambling platforms are also illegal. In this regard, it may be noted that in accordance with the Advertising Code under Cable TV Network Regulation Act 1995, advertisements of betting platforms, being an illegal activity, can not be shown on TV channels.

4. In respect of the advertisements of the surrogate news websites operated by the online betting platforms, it may be mentioned that the logos of the concerned news websites are strikingly similar to the betting platform. The concerned betting platforms, and the corresponding news websites, are also

not registered with any legal authority under Indian laws. Accordingly, the online offshore betting platforms appear to be promoting betting and gambling under the garb of news as surrogate advertising. In this regard, the Department of Consumer Affairs has also informed that online betting platforms have been advertising themselves as professional sports blogs, sports news websites, etc. while providing an indicative list of online betting platforms which are using news for surrogate advertising.

5. Having regard to the provisions of the Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements 2022 under the Consumer Protection Act, 2019 read with the Advertising Code under Cable TV Network Regulation Act 1995, it is informed that advertisements of concerned news websites which are in fact surrogate advertisements for online offshore betting platforms, do not appear to be in strict conformity with these laws.

6. In light of the Ministry's Advisory dated 13.06.2022 and the above, and having regard to the larger public interest involved, the private satellite television channels are strongly advised to refrain from broadcasting advertisements of online offshore betting platforms and/or their surrogate news websites or any such product/service depicting these platforms in a surrogate manner.

7. Contravention/violation of the above may invite penal action under the applicable laws.

8. This issues with the approval of the competent authority in the Ministry.


03/10/2022

(Kshitij Aggarwal)

Assistant Director (Digital Media)

Email: kshitij.aggarwal@gov.in

Copy to:

- i. Secretary, Ministry of Consumer Affairs, Government of India
- ii. Self-Regulatory Bodies under Cable Television Network (Amendment) Rules, 2021
- iii. Secretary, Advertising Standards Council of India

Copy to be placed at Broadcast Seva Portal for information of all Private Satellite Television Channels

Exhibit-I





07/07/2022 22:50:50

SONY SIX LIVE

IND	39-1	4.1	P	HODGA 6 1	KISHAN 8 1	ALI 1-15 1.1
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1XBATSPORTING.COM

ONE GAME,
ONE PASSION, 1XBAT
Suresh Raina recommends

1XBAT

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WOLF NEWS

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14/06/2022 20:47:09

LIVE STAR SPORTS

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SPEED NEWS

No. DM/15/2022-DM
Government of India
Ministry of Information & Broadcasting
A Wing, Shastri Bhawan
New Delhi-110001

Dated 13th June, 2022

ADVISORY

To

- i. Newspapers registered under Press and Registration of Books Act, 1867
- ii. Private Satellite Television Channels
- iii. Publishers of news and current affairs content on digital media

Subject: Advisory on Advertisements of Online Betting Platforms

The Ministry of Information & Broadcasting, on 04.12.2020, had issued an Advisory to Private Satellite TV channels (copy enclosed) to adhere to the Advertising Standards Council of India (ASCI) guidelines on advertisements of online gaming which contained specific Do's and Dont's for static/print and audio-visual advertisements of online gaming.

2. It has now come to the notice of this Ministry that a number of advertisements of online betting websites/platforms are appearing in print, electronic, social and online media.

3. Betting and gambling is illegal in most parts of the country, and concerns have been expressed that advertisements of online betting promote an activity which is otherwise largely prohibited and poses significant financial and socio-economic risk for the consumers, especially youth and children. Further, advertisements of online betting are misleading, and do not appear to be in strict conformity with the Consumer Protection Act 2019, Advertising Code under the Cable Television Networks Regulation Act, 1995, and advertisement norms under the Norms of Journalistic Conduct laid down by the Press Council of India under the Press Council Act, 1978, a reference to which has also been made in the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021.

4. In light of the above and having regard to the larger public interest involved, the print and electronic media is advised to refrain from publishing advertisements of online betting platforms. The online and social media, including the online advertisement intermediaries and publishers, are advised not to display such advertisements in India or target such advertisements towards the Indian audience.



(Kshitij Aggarwal)

Assistant Director (Digital Media)

Email: kshitij.aggarwal@gov.in

Copy to:

- i. Secretary, Ministry of Consumer Affairs, Government of India
- ii. Secretary, Ministry of Electronics and Information Technology
- iii. Secretary, Press Council of India
- iv. Self-Regulatory Bodies under Cable Television Network (Amendment) Rules, 2021
- v. Self-Regulatory Bodies under Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021
- vi. Social media intermediaries
- vii. Secretary, Advertising Standards Council of India

No. 4407/13/2019-BC-I
Government of India
Ministry of Information & Broadcasting
A Wing, Shastri Bhavan
New Delhi – 110 001

Dated the 4th December, 2020

To

All Private Satellite TV Channels

Subject: Advisory on Advertisements on Online Gaming, Fantasy Sports, etc.

It had come to the notice of the Ministry of Information & Broadcasting that a large number of advertisements on Online Gaming, Fantasy Sports, etc have been appearing on television. Concerns were expressed that such advertisements appear to be misleading, do not correctly convey to the consumers the financial and other risks associated thereof, are not in strict conformity with the Advertising Code laid down under Cable Television Networks (Regulation) Act, 1995 and the Consumer Protection Act, 2019. Accordingly, the Ministry of Information & Broadcasting, alongwith the Ministry of Consumer Affairs and Ministry of Electronics & Information Technology convened a stakeholders consultative meeting on 18.11.2020 with Advertising Standards Council of India (ASCI), News Broadcasters Association (NBA), Indian Broadcasting Foundation (IBF), All India Gaming Federation (AIGF), Federation of Indian Fantasy Sports (FIFS) and the Online Rummy Federation (ORF).

2. After discussion and consultation it was agreed that ASCI would issue an appropriate guideline for the benefit of the advertisers and broadcasters to ensure that the advertisements are transparent and protect consumers. Through a Press Release of 24.11.2020 ASCI has issued the Guidelines, a copy of which is enclosed. ASCI has proposed that these Guidelines would be effective from 15th December, 2020.

3. In the light of the above, all broadcasters are advised that the Guidelines issued by ASCI are complied with and advertisements broadcast on television adhere to the aforementioned Guidelines of ASCI. It may also be ensured that advertisements do not promote any activity which is prohibited by statute or law.

This issues with the approval of the Competent Authority.

Encl: As above.



(G.C. Aron)
Director (BC)
Tel. 23386394

Copy to:

1. Ms. Manisha Kapoor, Secretary General, Advertising Standards Council of India (ASCI, 717/B, Aarus Chamber, SS Amrutwar Marg, Worli, Mumbai – 400018. (contact@ascionline.org, manisha@acionline.org)
2. Mrs. Annie Joseph, Secretary General, News Broadcasters Association (NBA), Mantee House, C-56/5, 3rd Floor Sector-62, Noida, Uttar Pradesh-201301. (nba@nbanewdelhil.com)
3. Shri Radhakrishanan, Secretary, Indian Broadcasting Foundation (IBF), B-304, Ansal Plaza, 3rd Floor, Khelgaon Marg, New Delhi-110049. (ibf@ibfindia.com)
4. All India Gaming Federation (AIGF), 928, 9th Floor, Unit No. 9, Corporate Park-II, Near Swastik Chambers, V.N Purav Marg, Mumbai – 400071 (relations@aigf.in)
5. Federation of Indian Fantasy Sports (FIFS), 1901, A-Wing, Naman Midtown, Senapati Bapat Marg, Elphinstone-West Mumbai, Mumbai -400013. (anwar@fifs.in)
6. The Online Rummy Federation (ORF), 011/A, Keral Town, B-J, Patel Road, Malad West, Mumbai-400064 (contact@torg.in)

**GUIDELINES ON ONLINE GAMING ISSUED BY
ADVERTISING STANDARDS COUNCIL OF INDIA (ASCI) ON 24.11.2020
(EFFECTIVE FROM 15TH DECEMBER, 2020)**

1. No gaming advertisement may depict any person under the age of 18 years, or who appears to be under the age of 18, engaged in playing a game of ONLINE GAMING FOR REAL MONEY WINNINGS, or suggest that such persons can play these games.
2. Every such gaming advertisement must carry the following disclaimer:
 - a. Print/static: This game involves an element of financial risk and may be addictive. Please play responsibly and at your own risk
 - i. Such a disclaimer should occupy no less than 20% of the space in the advertisement
 - ii. It should also SPECIFICALLY meet disclaimer guidelines 4 (i) (ii) (iv) and (viii) laid out in the ASCI code
 - b. Audio/video: “This game involves an element of financial risk and may be addictive. Please play responsibly and at your own risk.”
 - i. Such a disclaimer must be placed in normal speaking pace at the end of the advertisement
 - ii. It must be in the same language as the advertisement
 - iii. For audio-visual mediums, the disclaimer needs to be in both audio and visual formats
3. The advertisements should not present ‘Online gaming for real money winnings’ as an income opportunity or an alternative employment option.
4. The advertisement should not suggest that a person engaged in gaming activity is in any way more successful as compared to others.
