

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

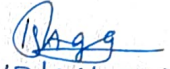
Subject: Advisory on Advertisements of Online Betting Platforms

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)

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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