

**GOVERNMENT OF INDIA
FINANCE
LOK SABHA**

UNSTARRED QUESTION NO:2706
ANSWERED ON:16.03.2007
SERVICE TAX ON ADVERTISING SPACE IN NEWSPAPERS
Khair Shri Chandrakant Bhaurao

Will the Minister of FINANCE be pleased to state:

- (a) whether the Union Government has ever informed the general public about the non-applicability of service-tax on advertising space in newspapers;
- (b) if so, the details thereof;
- (c) whether such an assurance has been implemented by the Government in letter and spirit;
- (d) if so, the details thereof; and
- (e) if not, the reasons therefor?

Answer

MINISTER OF STATE IN THE MINISTRY OF FINANCE (SHRI S.S. PALANIMANICKAM)

- (a) Any service provided in relation to sale of space or time for advertisement is specified as taxable service under section 65(105)(zzm) of the Finance Act, 1994. Sale of space for advertisement in print media is specifically excluded from the scope of the said taxable service. Print media includes newspaper as defined in the Press and Registration of Books Act, 1867. In view of the foregoing provisions, sale of space for advertisement in newspaper is not leviable to service tax.
- (b), (c), (d) and (e): does not arise in view of (a) above.