

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:1455
ANSWERED ON:03.08.2010
ADVISORY ON SURROGATE ADVERTISEMENTS
Bhagora Shri Tarachand

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government has issued any advisory to Television channels about the telecasting of surrogate advertisements of brands that manufacture cigarettes, liquor, tobacco products and other toxicants;
- (b) if so, the details thereof and the response thereon;
- (c) whether surrogate advertisements/other advertisements are required to obtain clearance certificate from the Central Board of Film Certification/other concerned agency;
- (d) if so, the details thereof; and
- (e) if not, the reasons therefore and the corrective measures taken by the Government in this regard?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (SHRI C.M. JATUA)

(a) Yes, Sir.

(b) Copy of Advisory dated 17.06.2010 is annexed. A representation dated 21.07.2010 has been received from the Cable and Satellite Broadcasting Association of Asia (CASBAA).

(c) to (e) A Notification dated 27.02.2009 was issued by the Government amending Rule-7(2)(viii)(A) which provides that a product that uses a brand name or logo which is also used for cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants may be advertised on cable service subject to certain conditions which includes clearance certificate from the CBFC. However, the said rule has not yet been operationalised. Therefore, no advertisement of a product that uses a brand name or logo which is also used for cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants is permitted on cable service.