

**GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION AND BROADCASTING**

**RAJYA SABHA  
UNSTARRED QUESTION NO. 3436  
TO BE ANSWERED ON 26.03.2018**

**ADVERTISEMENT POLICY IN CINEMA HALLS**

**3436: SHRI RAJEEV SHUKLA:**

**Will the Minister of INFORMATION AND BROADCASTING**

**be pleased to state:**

- (a) whether the Ministry is aware that the Ministry of Law and Justice has given its clearance to the easing of advertisement policy in cinema halls; and
- (b) if so, the Ministry's stand on this matter?

**ANSWER**

**THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING [COL. RAJYAVARDHAN RATHORE (Retd.)]:**

(a) & (b): In response to a request from the Ministry of Information and Broadcasting to examine the issue regarding dispensing with the requirement of obtaining certificates in respect of advertisements from CBFC before exhibiting the same in the cinema theatres, the Department of Legal Affairs of Ministry of Law and Justice has opined to take considered view about issuing policy guidelines by relaxing such requirements.

The issue has since been examined by the Ministry of Information and Broadcasting. As per Section 4 of the Cinematograph Act 1952, any person desiring to exhibit any film for public exhibition should get his/her film certified by CBFC. The requirement given in the Cinematograph Act 1952, is applicable to all films including trailers and advertisements and cannot be relaxed by policy guidelines issued by this Ministry.

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