

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

**RAJYA SABHA
UNSTARRED QUESTION NO. 1832
TO BE ANSWERED ON 17/03/2022**

SURROGATE ADVERTISEMENT

1832. SHRI V. VIJAYASAI REDDY:

Will the Minister of INFORMATION & BROADCASTING

be pleased to state:

- (a) whether Rule 7(2)(viii)(A) of Advertising Code prohibits advertisements that promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, liquor, etc;
- (b) if so, the manner in which the same Advertising Code permits surrogate advertisements which use the same brand name, logo, etc., used for cigarettes, tobacco products, liquor, etc., the sole objective of which is to indirectly promote banned products;
- (c) whether Government would consider banning even (b) above; and
- (d) if not, the reasons therefor?

ANSWER

MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF YOUTH AFFAIRS AND SPORTS, (SHRI ANURAG SINGH THAKUR)

(a) to (d): Advertisements telecast on private satellite TV channels are regulated in accordance with the Advertising Code prescribed under Cable Television Networks (Regulation) Act, 1995 and the Rules framed thereunder.

Rule 7(2)(viii)(A) of the Advertising Code provides that no advertisement shall be permitted which promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants. However, 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 television subject to certain conditions, including certification of the advertisement by the Central Board of Film Certification (CBFC). Necessary action is taken whenever any violation is established.
