

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

**RAJYA SABHA
UNSTARRED QUESTION NO. 2481
TO BE ANSWERED ON 24/03/2022**

ADVERTISEMENTS RELATED TO CRYPTOCURRENCY

2481. SHRI BRIJLAL:

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether the Advertising Standards Council of India (ASCI) has proposed a clamp down on the advertisements related to cryptocurrency and NFT (Non-Fungible Token);
- (b) if so, the rules to be followed by such advertisers;
- (c) whether the ASCI has formulated any guidelines for transactions in cryptocurrency; and
- (d) if so, whether Government has consulted the concerned stakeholders for the same, if so, the outcome thereof?

ANSWER

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

(a) to (d): Advertising Standards Council of India (ASCI) is a non-statutory, non-Governmental organization of the industry. It has informed that a guideline for advertising of virtual Digital Assets and linked services was issued by it on 23rd February, 2022.
