

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

**RAJYA SABHA  
UNSTARRED QUESTION NO. 76  
TO BE ANSWERED ON 02/02/2023**

**SURROGATE ADVERTISEMENTS ON LIQUOR AND TOBACCO PRODUCTS**

**76. DR. ANBUMANI RAMADOSS:**

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether Government has taken punitive action against television channels that are broadcasting surrogate advertisements on liquor and tobacco products;
- (b) if so, the details thereof; and
- (c) the details of television channels that produce and broadcast surrogate advertisements and the action taken report upon them?

**ANSWER**

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

(a) to (c): Advertisements telecast on private satellite TV channels are required to adhere to the Advertising Code laid down under Cable Television Networks (Regulation) Act, 1995 and the Rules framed thereunder which inter alia 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, with the stipulation that a product that uses a brand name or logo, of such products may be advertised on TV subject to certain conditions, including certification of the advertisement by the Central Board of Film Certification (CBFC).

Action is taken whenever any violation of Advertisement Code is found, including by way of issuance of Advisories, Warnings, Apology Scroll Orders etc.

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