

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

**LOK SABHA  
UNSTARRED QUESTION No. 3351  
TO BE ANSWERED ON 15/03/2018**

**ADVERTISEMENTS OF ALCOHOL AND TOBACCO BRANDS**

**3351. DR. BHARATIBEN D. SHYAL :**

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether advertisements of alcohol and tobacco brands are being aired on the pretext of Soda, music CD, mineral water, fashion and tourism advertisements on print and visual media despite ban on advertisements of tobacco products and alcohol etc.;
- (b) if so, the details of tobacco and alcohol companies involved in such advertisements;
- (c) whether aforesaid broadcasting/telecasting amounts of violation of section 7(2), 8(A) and 6 of Cable Television Network (Regulation) Act, 1995 and code of conduct under Advertising Standards Council of India (ASCI); and
- (d) if so, the details thereof?

**ANSWER**

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

(a) to (d): All advertisements telecast on such channels are regulated in accordance with the Advertising Code prescribed in Rule 7 of the Cable Television Network Rules, 1994 enshrined in the Cable Television Network (Regulation) Act, 1995. Section 6 of the said Act stipulates that no person shall transmit or re-transmit through a cable service any advertisement unless such advertisement is in conformity with the prescribed advertisement code.

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: provided 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 prescribed thereunder.

A directive was also issued by this Ministry on 17.06.2010 to all TV channels to stop carrying any advertisements of a product that uses a brand or logo which is also used for cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants.

Appropriate action is taken as per Cable Television Networks (Regulation) Act, 1995, if any violation of the said code is established. Ministry has already taken action against some TV channels for telecasting advertisements in violation of Rule 7(2)(viii)(A), a list of which is at **Annexure**.

So far as Print media is concerned, Press Council of India (PCI), a statutory autonomous body has been set up under the Press Council Act, 1978 to preserve the freedom of the Press and to maintain & improve the standards of newspapers and news agencies in India and also to inculcate principles of self-regulation among the press. The Council has framed 'Norms of Journalistic Conduct' which cover principles and ethics with regard to journalism. Print Media is expected to adhere to these Norms. Norm 36 titled 'Advertisements' cover principles and ethics with regard to advertisements in print media including that of alcohol and tobacco brands. The Council has not reported any such incident.

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**ANNEXURE REFERRED TO THE REPLY TO PARTS (a) TO (d) OF THE LOK SABHA UNSTARRED QUESTION NO. 3351 FOR ANSWER ON 15/03/2018**

**Details of action taken against TV channels for telecast of advertisements in violation of Rule 7(2) (viii) (A) of the Advertising Code.**

<b>Sl. No.</b>	<b>Advertisements</b>	<b>Action Taken</b>
1.	Advertisement of a liquor product by "NDTV Good Times" channel through telecast of the advertisement of 'Blenders Pride Music CDs'.	A Warning was issued to the channel on 06.04.2010.
2.	Advertisement of a liquor product by "Star Anando" channel through telecast of the advertisement of 'Blenders Pride Music CDs'.	A Warning was issued to the channel on 06.04.2010.
3.	Advertisement of products of 'Haywards-5000 Soda' and 'Kingfisher Packaged Drinking Water'	A directive was issued on 17.06.2010 to all TV channels to stop carrying any advertisements of a product that uses a brand or logo which is also used for cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants.
4.	Advertisement of a product of 'McDowell's Soda'.	A directive was issued on 17.06.2010 to all TV channels to stop carrying any advertisements of a product that uses a brand or logo which is also used for cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants.
5.	Advertisements of products using brand or logo used for cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants.	A directive was issued on 17.06.2010 to all TV channels to stop carrying any advertisements of a product that uses a brand or logo which is also used for cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants.
6.	Advertisement of "McDowell's No.1 Platinum Soda" – The No.1 Spirit of Leadership.	The Advertising Standards Council of India (ASCI) was requested on 22.07.2011 to take up the matter with advertisers to take these advertisements off air. ASCI informed that the complaint has been upheld. It was also informed that the said advertisement has been withdrawn from all channels from 25 <sup>th</sup> July, 2011.
7.	Advertisement of Kingfisher Beer on ET NOW channel	A Warning was issued to the channel on 12.9.2012.
8.	Advertisement of VB Best Cold Beer on Star Cricket channel	A Warning was issued to the channel on 12.9.2012.
9.	Advertisement of FTV Vodka.	An Advisory has been issued to FTV channel on 17.1.2013.

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