

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

**LOK SABHA  
UNSTARRED QUESTION NO. 6421  
TO BE ANSWERED ON 05/04/2018**

**TELECASTING OF DISGUISED ADVERTISEMENTS**

**6421. SHRI RAM TAHAL CHOUDHARY:**

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether several television channels telecast disguised advertisements;
- (b) if so, the details thereof and the reaction of the Government thereto;
- (c) the rules formulated by the Government in this regard and the action taken to implement the rules so far; and
- (d) the names of the television channels against which the Government has taken action under the said rules during the last three years along with the details of the rules for the violation of which the said action has been taken, channel-wise?

**ANSWER**

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

(a) to (d): In so far as private satellite TV channels are concerned, 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(10) of the Advertising Code under the Cable Television Networks Rules, 1994 provides that all advertisements should be clearly distinguishable from the programme and should not in any manner interfere with the programme viz. use of lower part of screen to carry captions, static or moving alongside the programme. Further, 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. Appropriate action is taken as per Cable Television Networks (Regulation) Act, 1995, if any violation of the said code is established. Details of action taken against TV channels for telecasting advertisements in violation of Rule 7(2)(viii)(A) is at **Annexure.**

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**ANNEXURE****ANNEXURE AS REFERRED TO IN REPLY TO PARTS (a) to (d) OF LOK SABHA UNSTARRED QUESTION NO. 6421 FOR 05.04.2018**

**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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