

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

**LOK SABHA
UNSTARRED QUESTION NO. 2230
TO BE ANSWERED ON 14/03/2023**

SURROGATE ADVERTISING

2230. SHRI MADDILA GURUMOORTHY:

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether the Government has noted instances of surrogate advertising for banned substances recently;
- (b) if so; the details thereof for the last three years and the current year;
- (c) whether the Government is aware that there are certain loopholes in the ban on surrogate advertising through which companies profit;
- (d) if so, the details of steps which have been taken by the Government in this regard;
- (e) whether the Government has taken out any public welfare message addressed to public figures to not indulge in promoting substances which may be harmful for people, especially children; and
- (f) if so, the details thereof and 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 required to adhere to the Advertising Code laid down under the 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.

(e) &(f): The Central Consumer Protection Authority (CCPA) under Ministry of Consumer Affairs has issued “Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022” vide notification dated 09th June, 2022 which inter-alia prescribe conditions to be adhered to in respect of advertisements targeting children, advertisement prohibited by law and due diligence required by endorsers of advertisements.
