

**Government of India**  
**Ministry of Consumer Affairs, Food and Public Distribution**  
**Department of Consumer Affairs**

**LOK SABHA**

**STARRED QUESTION NO. \*52**

TO BE ANSWERED ON 01.12.2021

**ADVERTISING ON OTT**

\*52. SHRI SHRIRANG APPA BARNE: SHRI RAVI KISHAN:

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION  
उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण मंत्री be pleased to state:

- (a) whether the advertising industry regulator, the Advertising Standards Council of India (ASCI) proposes to set up a task force to monitor and regulate advertising on over-the-top (OTT) streaming platforms such as Amazon, Netflix, etc. and if so, the details thereof;
- (b) whether the Ministry is working with the Ministry of Information and Broadcasting (I&B) to form guidelines and processes to monitor advertising on these platforms and if so, the details thereof;
- (c) whether the ASCI is also working closely in partnership with the Government entities like Central Consumer Protection Authority, Ministry of I&B, Ministry of AYUSH, etc. to fine-tune existing guidelines and formulate new ones and if so, the progress made in this direction; and
- (d) whether the regulatory body also proposes to set up a taskforce to scrutinize brand promotions weaved in content programming claiming health or immunity benefits and if so, the details thereof?

**ANSWER**

उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण मंत्री  
(श्री पीयूष गोयल)

THE MINISTER OF  
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION  
(SHRI PIYUSH GOYAL)

(a) to (d) : A Statement is laid on the Table of the House.

\*\*\*\*\*

**STATEMENT REFERRED IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO.\*52 FOR 10.08.2021 REGARDING ADVERTISING ON OTT.**

---

(a) : This Ministry has no such information as Advertising Standards Council of India (ASCI) is an independent non-profit organisation constituted under Companies Act (2013).

(b) : No Sir.

(c) : This Ministry has no such information.

(d) : Not applicable.

\*\*\*\*\*