GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

LOK SABHA
UNSTARRED QUESTION NO. 1669
TO BE ANSWERED ON 30/07/2025

MISLEADING ADVERTISEMENTS

1669. SHRI HANUMAN BENIWAL:

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

(a) the total number of advertisements issued across print, television, radio and digital platforms since June 2024 and the number of Self-Declaration Certificates (SDCs) actually filed, platform-wise;

(b) whether the Government has identified any gaps in compliance with the Supreme Court's directive dated May 7, 2024 and if so, the nature of non-compliance and action taken;

(c) the details of number of cases, if any, where misleading advertisements were published without a valid SDC during the last one year along with penal proceedings which have been initiated; and

(d) whether the Government plans to streamline and unify the compliance mechanism across all media formats to reduce bureaucratic burden especially for small and rural advertisers and if so, the details thereof including timeline for implementation?

ANSWER

MINISTER OF STATE FOR INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (DR. L. MURUGAN)

(a) to (d):

All advertisements telecast on private satellite TV channels are required to adhere to the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder.

In compliance of the Hon'ble Supreme Court order dated 07.05.2024 in WP(C) No. 645 of 2022 - Indian Medical Association & Anr. Vs. Union of India & Ors., a new feature for Self-Declaration Certificate (SDC) was launched on the Broadcast Seva Portal and Press Council of India Portal.

An advisory dated 03.07.2024 was issued to the advertisers and advertising agencies to upload an annual SDC for advertisement related to products and services related to food and health sectors.

Details of SDCs filed as on 25.07.2025 are as follows:

Sr. No.	Portal	SDCs filed
1.	Press Council of India	1,45,288
2.	Broadcast Seva	16,869

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