

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

**LOK SABHA
UNSTARRED QUESTION NO. 1680
TO BE ANSWERED ON 30/07/2025**

STRICTER ENFORCEMENT OF ADVERTISING STANDARDS

**1680. SHRI ANTO ANTONY:
SHRI K SUDHAKARAN:**

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) the total number of cases reported and investigated relating to non-compliance with advertising and influencer marketing guidelines in the country during the last five years;
- (b) the details of the steps taken by the Government to ensure stricter enforcement of advertising standards, particularly in the fast-growing digital influencer ecosystem;
- (c) the manner in which the Government proposes to address the impact of misleading or non-transparent advertising practices on consumer rights and public trust; and
- (d) whether any penalties or regulatory actions have been imposed on influencers, brands, or agencies found violating disclosure requirements and if so, the details thereof?

ANSWER

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

(a) to (d):

Complaints relating to violation of the guidelines, including false and misleading advertisements are addressed under the Consumer Protection Act, 2019.

Central Consumer Protection Authority has issued 'Guidelines for Prevention of Misleading Advertisement Rules, 2022' which deal with false or misleading advertisements and making endorsements relating thereto.

Betting and gambling are covered under entry 34 and 62 of the State List in the Seventh Schedule of the Constitution of India. Most State Government have enacted their own laws to deal with betting and gambling.

Ministry of Information and Broadcasting had issued advisories dated 13.06.2022, 03.10.2022 and 06.04.2023 to print, electronic and digital media to refrain from publishing advertisements of online betting platforms or their surrogate products/services.

With respect to private satellite TV channels, all advertisements telecast are required to adhere to the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder. Government issues advisories from time to time to private satellite TV channels to adhere to the Advertising Code.

In cases where violation of the Advertising Code, Government takes appropriate action under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder.
