

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

**RAJYA SABHA
UNSTARRED QUESTION NO. 868
TO BE ANSWERED ON 10/02/2020**

SURROGATE ADVERTISEMENTS

868. DR. ANBUMANI RAMADOSS:

Will the Minister of **INFORMATION AND BROADCASTING**
be pleased to state:

- (a) whether Government is aware that many surrogate advertisements, for tobacco and alcohol products are being broadcast on various television channels in the country;
- (b) if so, the details thereof;
- (c) whether Government has any proposal or policy to regulate, restrict, ban and punish such corporates and TV channels who produce and broadcast surrogate advertisements for tobacco and alcohol products; and
- (d) if so, the details thereof?

ANSWER

**MINISTER OF ENVIRONMENT, FOREST AND CLIMATE CHANGE;
MINISTER OF INFORMATION AND BROADCASTING; AND
MINISTER OF HEAVY INDUSTRIES AND PUBLIC ENTERPRISES
(SHRI PRAKASH JAVADEKAR)**

(a) to (d): Advertisements telecast on private satellite TV channels are regulated in accordance with the Advertising Code prescribed in the Cable Television Networks (Regulation) Act, 1995 and the Rules framed thereunder which inter alia states 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.

Further, 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, including certificate of the advertisement by the Central Board of Film Certification (CBFC). Necessary action is taken whenever any violation is established.

The Advertising Standards Council of India (ASCI), a voluntary self-regulatory organization, looks into complaints across all media such as Print, TV, Radio, hoardings, SMS, e-mailers, Internet/ web-site, product packaging, brochures, promotional material and point of sale material, etc. and has a code for self-regulation on advertisements to control the content of advertisements.
