



**Application for Membership**  
(Please type or write in block capital letters)

To  
The Chairman, Board of Governors  
The Advertising Standards Council of India  
402/A, Aarus Chambers  
S.S. Amrutwar Marg, Worli  
Mumbai 400 013

Date: \_\_\_\_\_

We wish to apply for the Membership of **The Advertising Standards Council of India (ASCI)**

**Name of Organisation:** \_\_\_\_\_

**Registered Office Address:** \_\_\_\_\_

\_\_\_\_\_

**Office Phone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**PAN:** \_\_\_\_\_ **GST No.:** \_\_\_\_\_

**TAN:** \_\_\_\_\_ **CIN:** \_\_\_\_\_

**Nature of Business:** \_\_\_\_\_

We note that there are four categories of Membership:

- (A) Advertisers of goods and/or services in Newspapers, Periodicals, Television, Radio, Outdoor, Internet or any other media.
- (B) Media and Digital Platforms releasing advertisements of goods and/or services in Newspapers, Periodicals, Television, Radio, Outdoor, Internet or any other Media.
- (C) Advertising and Media agencies
- (D) Organizations and Consultants involved in Market Research, Public Relations, Management Education, Media, Marketing, Advertising Production and such other types of allied and ancillary trades and professions that assist in the creation, placement or release of advertising.

Category '\_\_\_\_' is applicable to us. We have noted that the entrance fees is Rs. 2,500/- (plus applicable Tax). We note that the annual subscription applicable to our category as per the scale on the reverse of this form is Rs. \_\_\_\_\_ (plus applicable Tax). The entrance fee and annual subscription can be paid by cheque/demand draft/NEFT/RTGS for Rs. \_\_\_\_\_ being the entrance fee and annual subscription including applicable tax.

We wish to nominate our Representative as follows:

Name of the Representative (\*): \_\_\_\_\_

Designation or title: \_\_\_\_\_

E-mail: \_\_\_\_\_ Mobile no. \_\_\_\_\_

Office Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(\* (Article 6(b) of the Articles of Association states: "Such nominee or representative in the case of a Company shall be either one of its Directors or a Senior Manager and in case of a firm, a Partner or a Senior Manager and in case of an association a Senior Office Bearer or Manager").

Every legal entity seeking membership rights and benefits would need to be individually registered for ASCI membership except in case of a 100% subsidiary or a company under the same management (including having the same CEO or equivalent thereof by whatever title called) of an existing member company.

Such 100% subsidiary or the company under the same management shall be included in the membership of the existing member company.

We hereby authorise the ASCI to enroll us as a member and we agree to abide by the Memorandum and Articles of Association and in case of complaints against our advertisement we shall abide by all the recommendations of the Consumer Complaints Council (CCC) / Fast Track Complaints Panel (FTCP) / Independent Review Process (IRP) / CCC Review (CCCR) / Re-examination Procedure of The Advertising Standards Council of India.

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Signature and Company Seal: \_\_\_\_\_

**NOTE: Membership is subject to approval by the Board of Governors of ASCI**

## SCALE OF FEES – F.Y. 2023-24

Entrance fee for all categories of members is Rs. 2,500/- (plus applicable Tax). In addition, the following annual subscription is payable to, "**The Advertising Standards Council of India**"

	Annual Subscription Rs.	GST (18%) Rs.	Total Rs.
<b><u>Category - A : Advertiser - Advertising Expenditure - Annual</u></b>			
○ Upto Rs. 5 crores	18,000	3,240	21,240
○ Over Rs.5 crores upto Rs.10 crores	48,000	8,640	56,640
○ Over Rs.10 crores upto Rs.50 crores	1,05,000	18,900	1,23,900
○ Over Rs.50 crores upto Rs.100	1,82,000	32,760	2,14,760
○ Over Rs.100 crores upto Rs.250 crores	3,55,000	63,900	4,18,900
○ Over Rs.250 crores upto Rs.500 crores	5,00,000	90,000	5,90,000
○ Over Rs.500 crores upto Rs.1000 crores	5,25,000	94,500	6,19,500
○ Over Rs.1000 crores upto Rs.2000 crores	7,50,000	1,35,000	8,85,000
○ Over Rs.2000 crores	9,00,000	1,62,000	10,62,000
<b><u>Category - B : Media and Digital Platforms - Advertising Revenue - Annual</u></b>			
○ Upto Rs.5 crores	9,000	1,620	10,620
○ Over Rs.5 crores upto Rs.20 crores	30,000	5,400	35,400
○ Over Rs.20 crores upto Rs.50 crores	82,000	14,760	96,760
○ Over Rs.50 crores upto Rs.200 crores	1,05,000	18,900	1,23,900
○ Over Rs.200 crores upto Rs.300 crores	2,15,000	38,700	2,53,700
○ Over Rs.300 crores upto Rs.500 crores	3,41,000	61,380	4,02,380
○ Over Rs.500 crores upto Rs.1,500 crores	3,69,000	66,420	4,35,420
○ Over Rs.1,500 crores upto Rs.3,000 crores	4,07,000	73,260	4,80,260
○ Over Rs.3,000 crores	5,35,000	96,300	6,31,300
<b><u>Category - C : Advertising Agency - Revenue - Annual</u></b>			
○ Upto Rs. 10 crores	9,000	1,620	10,620
○ Over Rs. 10 crores upto Rs. 30 crores	50,000	9,000	59,000
○ Over Rs. 30 crores upto Rs. 50 crores	99,000	17,820	1,16,820
○ Over Rs. 50 crores upto Rs. 100 crores	1,54,000	27,720	1,18,720
○ Over Rs. 100 crores upto Rs. 200 crores	1,92,000	34,560	2,26,560
○ Over Rs. 200 crores upto Rs. 300 crores	3,19,000	57,420	3,76,420
○ Over Rs. 300 crores	3,85,000	69,300	4,54,300
<b><u>Category - D : Allied Professions - Turnover - Annual</u></b>			
○ Upto Rs. 5 crores	6,000	1,080	7,080
○ Over Rs. 5 crores upto Rs. 25 crores	9,000	1,620	10,620
○ Over Rs. 25 crores upto Rs. 50 crores	33,000	5,940	38,940
○ Over Rs. 50 crores upto Rs. 100 crores	60,000	10,800	70,800
○ Over Rs. 100 crores upto Rs. 200 crores	1,21,000	21,780	1,42,780
○ Over Rs. 200 crores	1,71,000	30,780	2,01,780

### **IMPORTANT NOTE:**

1. New Membership applied for after 30<sup>th</sup> September will be charged 50% of the applicable Annual Subscription for the financial year commencing on 1<sup>st</sup> April and ending on 31<sup>st</sup> March.
2. Annual Subscription will become due and payable for renewal from 1<sup>st</sup> April of the subsequent financial year.
3. The Scale of Fee and Annual Subscription amount chargeable in subsequent financial years is subject to change based on:- (i) Annual Advertising Expense of the member company in category 'A' (ii) Annual Advertising Revenue of the member company in category 'B' (iii) Annual Revenue of the member company in category 'C' (iv) Annual Turnover of the member company in category 'D'.