

No. DM/15/2022-DM  
Government of India  
Ministry of Information & Broadcasting  
A Wing, Shastri Bhawan  
New Delhi-110001

Dated 3<sup>rd</sup> October, 2022

ADVISORY

To,

- i. Publishers of news and current affairs content on digital media
- ii. Publishers of online curated content (OTT platforms)

**Subject: Advisory on Advertisements of Online Betting Platforms**

Attention is invited to the Advisory dated 13.06.2022 (copy enclosed) issued by this Ministry to publishers of news and current affairs content on digital media advising them to refrain from publishing advertisements of online betting platforms on online and social media. The online advertisement intermediaries were also advised not to target such advertisements towards the Indian audience. The Advisory had been issued for the reason that betting and gambling is prohibited in most parts of the country, and pose significant financial and socio-economic risk for the consumers, especially youth and children. Accordingly, the promotion of offline or online betting/gambling through advertisements is not advised in larger public interest.

2. In this regard, the Ministry has observed that promotional content and advertisements of betting platforms are still visible on certain news platforms and OTT platforms. Exemplars of such advertising on digital media are hereby enclosed as **Exhibit-I**.
3. Further, it has also come to the notice of this Ministry that some online offshore betting platforms have started using news websites as a surrogate product to advertise betting platforms on digital media. Exemplars of such surrogate advertising on digital media are enclosed at **Exhibit-II**.
4. Betting and gambling is an illegal activity in most parts of India. In accordance with the Paragraph 9 of the Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements 2022 under the Consumer Protection Act, 2019, it has been observed that since betting and gambling is illegal, advertisements of online offshore betting and gambling platforms are prohibited. In this regard, it may be noted that in accordance with the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021, advertisements of betting platforms, being an illegal activity, can not be shown on digital media.

5. In respect of the advertisements of the surrogate news websites operated by the online betting platforms, it may be mentioned that the logos of the concerned news websites are strikingly similar to the betting platform. The concerned betting platforms and the corresponding news websites are also not registered with any legal authority under Indian laws. Accordingly, the online offshore betting platforms appear to be promoting betting and gambling under the garb of news as surrogate advertising. In this regard, the Department of Consumer Affairs has also informed that online betting platforms have been advertising themselves as professional sports blogs, sports news websites, etc. while providing an indicative list of online betting platforms which are using news for surrogate advertising.

6. Having regard to the provisions of the Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements 2022 under the Consumer Protection Act, 2019 read with the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021, it is informed that advertisements of concerned news websites, which are in fact surrogate advertisements for online offshore betting platforms, do not appear to be in strict conformity with these laws.

7. In light of the Ministry's Advisory dated 13.06.2022 and the above, and having regard to the larger public interest involved, the online news websites and OTT platforms are strongly advised to refrain from broadcasting advertisements of online betting platforms and/or their surrogate news websites or any such product/service depicting these platforms in a surrogate manner. The online advertisement intermediaries are also advised not to target such advertisements towards the Indian audience.

8. This issues with the approval of the competent authority in the Ministry.



(Kshitij Aggarwal)

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Copy to:

- i. Secretary, Ministry of Consumer Affairs, Government of India
- ii. Secretary, Ministry of Electronics and Information Technology
- iii. Self-Regulatory Bodies under Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021
- iv. Social media intermediaries
- v. Secretary, Advertising Standards Council of India

## Exhibit-I



HOME » BUSINESS SPOTLIGHT

OUTLOOK FOR BRANDS

## Parimatch Bonus Code: 30BONUS (Claim Sign Up Bonus)

Parimatch is one of the leading online casino bookies in India. The platform is available in INR and features various betting options, including live cricket betting. On top of that, it offers an array of other sports, including football, tennis, basketball, e-sports, and more.

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### Paris Saint-Germain Welcomes Betting Company 1xBet as New Regional Partner

By: [News Desk](#) • [News18.com](#) • Last Updated: AUGUST 29, 2022, 14:38 IST • New Delhi, India

PSG is one of the most decorated clubs in France and the most successful in the 21st century

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Paris Saint-Germain welcomes 1XBET as new regional partner (Twitter)

**I**nternational betting company [1xBet](#) and the French football club Paris Saint-Germain have struck a partnership deal for the next three seasons.

1xBet is one of the world's leading bookmakers, operating directly and via its franchise partners in more than 50 countries across Latin America, Europe, Africa, and Asia, employing thousands of staff.

Ad · <https://www.dailysonline.club/> ▾

## 10 Best Cricket Sites - Indias Best Welcome Offer 2022

Exclusive for India. Generous rewards. Entertaining & exciting. For all Desktop & Mobile. Great events. Amazing possibilities. Phantastic fun. 100% safe. Click here & sign up.

Ad · <https://www.sixcricstar.com/> ▾

## 10 Online Betting Site #2022 - Tried & Tested By Indian Users

10 Online **Betting** Site #2022 | Tried & Tested By Indian Users | 1+ Million Active Users. Safe, Secure & Ultra Fast Withdrawals/Payouts | Made by Indians for Indians | Sign Up Now.

Play Now · Trusted By Indians · Multiple Options · 24x7 Support

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cricket betting apps in india	best cricket betting app
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Ad · <https://widgets.dailyhunt.in/offer/bonus> ▾

## Largest Cricket ID Provider - Instant Withdrawals

Fastest Response Time. Play Your Favorite Game On India's Largest **Platform**. Click On the Link and Get a Free **Cricket** ID Today. 3000000+ Real Users. Get ID in 2 Minutes. 100% Licensed and Trusted. Instant Chat Support. Anytime Withdrawal. Real Players Only.

Ad · <https://www.cricksportplay.com/top-betting/sites> ▾

## Top Cricket Betting Sites - List of Betting India

Play with your friends in our popular daily fantasy sports app. Download it and play. Best **cricket** matches are waiting for you in our top-quality daily fantasy sports app. Best Games. How To Play · Help Center

Sports

## 1xBet is the new Official Regional Partner of LOSC Lille

PUNJAB NEWS EXPRESS | September 06, 2022 09:13 PM

Facebook Twitter WhatsApp Pinterest

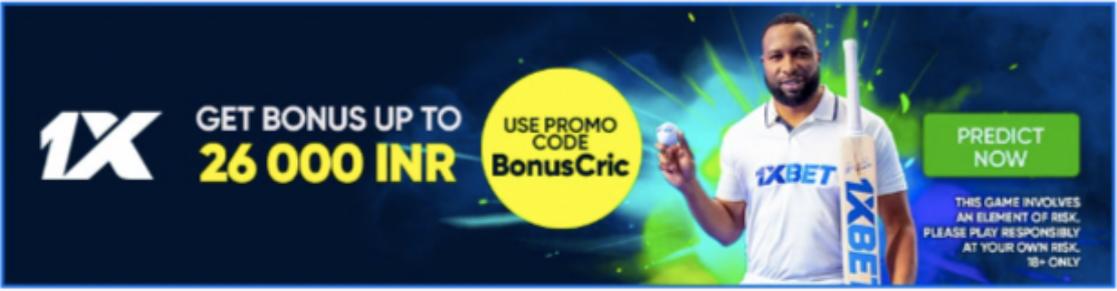
1xBet, one of the world's leading bookmakers, has become the Official Regional Partner in Africa. The duration of the agreement is 3 years. According to the terms of the deal, the betmaker will also become the regional partner in the Middle East, North and Central America.

As part of the agreement, 1xBet receives the rights to use the logo of the French club and the collective image of its players in their promotional campaigns. Furthermore, 1xBet advertising can be seen on LED boards during the club's top matches in the French Championship, and the cooperation itself will be actively covered on social networks.

In addition, a special page has been created for club fans - <https://1xlosc.com>. Here, supporters can get a promotional code for registering at 1xBet under improved conditions.



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## What are the odds on FairPlay!

The Week Focus | Updated: September 13, 2022 10:56 IST



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नकद बोनस प्राप्त करें **1000INR**

**raja**BETS

MATCH: PNG VS USA - COMPLETED SAF VS ENG - COMPLETED SR L VS PAK - COMPLETED PNG VS USA - UPCOMING USA VS NAM - UPCOMING

Home » Cricket » News » ICC T20 World Cup: India Squad from 2022 vs India Team from 2021; players who are missing this year

## ICC T20 World Cup: India Squad from 2022 vs India

OFFERS WORTH  
**700CR**

₹.31

## Exhibit-II



**Breaking By Parimatch News: Sanju Samson को मिली T20 Team में Entry, KL Rahul की जगह मिला मौका**

85,471 views Streamed live on Jul 29, 2022 Sanju Samson has been named to Team India's T20 ro...more

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Sanju ko permanent karo team 15 me, usko replacement me...

INDIA NEWS INDUSTRY MARKETS STOCK HEALTHCARE MONEY AUTO DIGITAL CU

## Parimatch News ropes in Dinesh Karthik as its brand ambassador

*The signing of Karthik is another step, for Parimatch, towards expanding its reach in the country*

Written by [BrandWagon Online](#)

April 28, 2022 7:38:19 pm



d.andbeyond.media...

# FairPlay News rolls out new campaign 'Khel Ja'

The campaign features MC Mary Kom, Saina Nehwal, Ranbir Kapoor, Kiara Advani, Mithali Raj, Sunil Narine, and Eoin Morgan

Written by [BrandWagon Online](#)

Updated: August 28, 2022 10:10:25 am



# DafaNews becomes principal sponsor for Hyderabad FC

The association will see Hyderabad FC sport the DafaNews logo on all of their match jerseys...

ETBrandEquity • October 27, 2021, 19:30 IST



DafaNews has announced that will be the principal sponsor for Hyderabad FC. The brand entered India's premier

DafaNews becomes principal sponsor for Hyderabad FC&body=https://ethrandequity.com/s/aga7yso