



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:** _____

Website: _____

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. 2025-26

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 Fee Rs.	GST (18%) Rs.	Total Rs.
Category - A : Advertiser - Advertising Expenditure - Annual			
o Upto Rs. 5 crores	18,000	3,240	21,240
o Over Rs.5 crores upto Rs.10 crores	48,000	8,640	56,640
o Over Rs.10 crores upto Rs.50 crores	1,10,000	19,800	1,29,800
o Over Rs.50 crores upto Rs.100 crores	1,91,000	34,380	2,25,380
o Over Rs.100 crores upto Rs.250 crores	3,91,000	70,380	4,61,380
o Over Rs.250 crores upto Rs.500 crores	5,50,000	99,000	6,49,000
o Over Rs.500 crores upto Rs.1000 crores	6,04,000	1,08,720	7,12,720
o Over Rs.1000 crores upto Rs.2000 crores	8,63,000	1,55,340	10,18,340
o Over Rs.2000 crores	10,35,000	1,86,300	12,21,300
Category - B : Media and Digital Platforms - Advertising Revenue - Annual			
o Upto Rs.5 crores	9,000	1,620	10,620
o Over Rs.5 crores upto Rs.20 crores	30,000	5,400	35,400
o Over Rs.20 crores upto Rs.100 crores	86,000	15,480	1,01,480
o Over Rs.100 crores upto Rs.200 crores	1,10,000	19,800	1,29,800
o Over Rs.200 crores upto Rs.300 crores	2,26,000	40,680	2,66,680
o Over Rs.300 crores upto Rs.500 crores	3,58,000	64,440	4,22,440
o Over Rs.500 crores upto Rs.1,500 crores	3,87,000	69,660	4,56,660
o Over Rs.1,500 crores upto Rs.3,000 crores	4,48,000	80,640	5,28,640
o Over Rs.3,000 crores upto Rs.10,000 crores	5,89,000	1,06,020	6,95,020
o Over Rs.10,000 crores upto Rs.20,000 crores	8,00,000	1,44,000	9,44,000
o Over Rs.20,000 crores	10,00,000	1,80,000	11,80,000
Category - C : Advertising Agency - Revenue - Annual			
o Upto Rs. 10 crores	9,000	1,620	10,620
o Over Rs. 10 crores upto Rs. 30 crores	50,000	9,000	59,000
o Over Rs. 30 crores upto Rs. 50 crores	99,000	17,820	1,16,820
o Over Rs. 50 crores upto Rs. 100 crores	1,62,000	29,160	1,91,160
o Over Rs. 100 crores upto Rs. 200 crores	2,02,000	36,360	2,38,360
o Over Rs. 200 crores upto Rs. 300 crores	3,51,000	63,180	4,14,180
o Over Rs. 300 crores	4,24,000	76,320	5,00,320
Category - D : Allied Professions - Turnover - Annual			
o Upto Rs. 5 crores	6,000	1,080	7,080
o Over Rs. 5 crores upto Rs. 25 crores	9,000	1,620	10,620
o Over Rs. 25 crores upto Rs. 50 crores	33,000	5,940	38,940
o Over Rs. 50 crores upto Rs. 100 crores	60,000	10,800	70,800
o Over Rs. 100 crores upto Rs. 200 crores	1,21,000	21,780	1,42,780
o Over Rs. 200 crores	1,80,000	32,400	2,12,400

IMPORTANT NOTE:

1. New Membership applied will be charged pro rata of the applicable Annual Subscription for the number of quarters in the year of application, effective from the quarter in which the membership is approved, till the end of the financial year on 31st March. (As approved by Board 8th January, 2026)
2. Annual Subscription will become due and payable for renewal from 1st 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'.