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BS/69

June 06, 2024

**To : All Accredited Advertising Agencies**

**Sub : Advisory regarding Self-Declaration Certificate for Advertisements**

Dear All,

Greetings from the INS Secretariat!!

Please find attached copy of the Advisory dated 03.06.2024 issued by the Govt. of India, Ministry of Information & Broadcasting, regarding mandatory '**Submission of Self-Declaration Certificate**' by Advertiser / Advertising Agency regarding advertisements to be released in print, electronic and digital media in compliance with Supreme Court Order dated 07.05.2024 passed in WPC No.645 of 2022 IMA & Anr., for your information and necessary action.

Best regards,

Mary Paul  
Secretary General

**No. 13011/8/2024-BC.II**  
**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION & BROADCASTING**  
**'A' WING, SHASTRI BHAWAN, NEW DELHI - 110001**

Dated: 3<sup>rd</sup> June, 2024

To,

1. Private Satellite TV Channels
2. Newspapers registered under Press & Registration of Periodicals Act, 2023
3. Publishers of news and current affairs content on digital media
4. Publisher of online curated content (OTT platforms)

**Subject: Compliance with Supreme Court Order dated 07.05.2024 w.r.t.  
Misleading Advertisements passed in WPC No. 645/2022-IMA & Anr.  
Vs. UOI & Ors.-reg.**

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It is brought to the notice of all concerned that a recent Order/directive has been passed by Hon'ble Supreme Court on 07.05.2024 in WPC No. 645/2022-IMA & Anr. Vs. UOI & Ors. w.r.t. Misleading Advertisements on print/electronic/digital media (copy enclosed). The Hon'ble Court has highlighted the importance of ensuring that advertisements comply with all relevant laws and regulations to protect consumer interests and prevent the dissemination of misleading advertisements.

2. In light of this directive, all broadcasters/publishers are advised to strictly adhere to the following requirement:

**Requirement for Submission of Self-Declaration Certificate by Advertiser /Advertising Agency:** Before broadcasting/publishing any advertisement on TV channel/print or digital media, it is mandatory for every advertiser to submit a self-declaration certificate signed by an authorized representative of the Advertiser/ company. This certificate must be submitted through the Broadcast Seva Portal of the Ministry of Information and Broadcasting (MIB) before telecast on TV channels (website-<https://new.broadcastseva.gov.in/digigov-portal-web-app/index.jsp>) and in respect of Print/Digital media through Press Council of India (PCI) portal (website- <https://presscouncil.nic.in/> ). The self-declaration certificate should attest that the advertisement does not

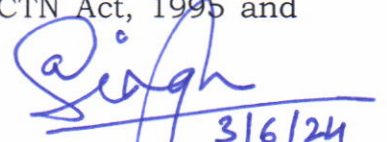


make any misleading claims and complies with all relevant regulatory guidelines, including but not limited to those stipulated in Rule 7 of the Cable Television Networks Rules, 1994 and Norms of Journalistic Conduct related to advertisement issued by PCI, as directed by Hon'ble Supreme Court vide its Order dated 07.05.2024 passed in WPC No. 645/2022-IMA & Anr. Vs. UOI & Ors. This requirement of self-declaration by all advertisers/advertising agencies is mandatory for advertisements released after 18.06.2024.

3. All broadcasters/publishers are directed to strictly adhere to this requirement and refrain from broadcasting/publishing any advertisement until and unless a valid self-declaration certificate is submitted by the advertiser.

4. It is the responsibility of broadcasters/publishers to ensure that advertisers have submitted the requisite self-declaration certificate before airing their advertisement. The authenticity of these certificates may be verified through Broadcast Seva Portal of this Ministry /PCI Portal.

5. Any advertisement found to be broadcast/ published without the necessary self-declaration certificate may be in violation of the Supreme Court directive and appropriate action would be taken as per the CTN Act, 1995 and other relevant statutes.

  
3/6/24  
(Anubhav Singh)  
OSD(BC)  
Tele: 23386394

Copy to:

1. Self-Regulatory Bodies of TV channels registered under the Cable Television Networks (Amendment) Rules, 2021.
2. Self Regulatory Bodies under Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021.
3. The Association/ Bodies of Print and Electronic media.
4. Secretary, Press Council of India (Kind attention: Smt. Sonia Malhotra, Deputy Secretary), CGO Complex, Sookhana Bhawan, New Delhi with respect to print media.
5. Secretary General, Advertising Standards Council of India (ASCI) [[email-manisha@ascionline.in](mailto:manisha@ascionline.in), [manali@ascionline.in](mailto:manali@ascionline.in)].