

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

**ADVISORY**

Date: 3<sup>rd</sup> July, 2024

To,

1. Advertisers and Advertising Agencies
2. Media stakeholders running advertisements on TV channels/print media/internet

**Subject: Compliance with Hon'ble Supreme Court Order dated 07.05.2024 in WPC No. 645/2022-IMA & Anr. Vs. UOI & Ors. - reg.**

The Hon'ble Supreme Court of India, vide Order dated 07.05.2024 in WPC No. 645/2022-IMA & Anr. Vs. UOI & Ors., has directed as under:

*"23. ...it is deemed appropriate to invoke the powers vested in this Court under Article 32 of the Constitution of India for the enforcement of the fundamental right to health that encompasses the right of a consumer to be made aware of the quality of products being offered for sale by manufacturers, service providers, advertisers and advertising agencies. To fill up this vacuum, it is directed that henceforth, before an advertisement is printed/aired/displayed, a Self declaration shall be submitted by the advertiser/advertising agency on the lines contemplated in Rule 7 of the Cable Television Networks Rules, 1994..*

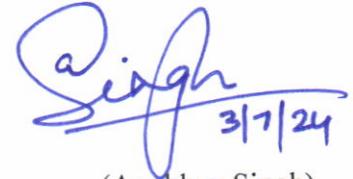
*24. The Self-declaration shall be uploaded by the advertiser/advertising agency on the Broadcast Sewa Portal run under the aegis of the Ministry of Information and Broadcasting. As for the advertisements in the Press/Print Media/Internet, the Ministry is directed to create a dedicated portal within four weeks from today. Immediately on the portal being activated, the advertisers shall upload a Self-declaration before any advertisement is issued in the Press/Print Media/Internet. Proof of uploading the Self-declaration shall be made available by the advertisers to the concerned broadcaster/printer/publisher/T.V. Channel/electronic media, as the case may be, for the records. No advertisements shall be permitted to be run on the relevant channels and/or in the print media/internet without uploading the self-declaration as directed above. The above directions shall be treated as the law declared by this Court under Article 141 of the Constitution of India."*

2. The concerned stakeholders are hereby informed that the facility for uploading the self-declaration certificate by the advertisers/advertising agencies has been made available on the Broadcast Seva Portal (<https://new.broadcastseva.gov.in/>) for TV/Radio Advertisements and on the portal of the Press Council of India (PCI) (<https://presscouncil.nic.in/>) for advertisements on print media/internet.

3. Accordingly, in light of the directions of the Hon'ble Supreme Court of India, and in supersession of previous Advisories dated 03.06.2024 and 05.06.2024, advertisers/advertising agencies issuing advertisements for products and services related to Food and Health sectors are advised to upload an annual self-declaration certificate on the above mentioned portals, as applicable, and make available the proof of uploading the self-declaration to the concerned media stakeholders, such as TV channels, newspapers, entities involved in publishing of advertisements on the internet, etc. for the record.

4. It is clarified that it shall be the responsibility of the advertisers/advertising agencies to ensure that every advertisement being issued by them is in adherence to the applicable Indian laws, rules and regulations in letter and spirit.

5. This issues with approval of competent authority.



(Anubhav Singh)  
OSD (BC & NMC)  
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Copy for information 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 associations/industry bodies of stakeholders of print/electronic/internet media.
4. Secretary, Press Council of India (Kind attention: Smt. Sonia Malhotra, Deputy Secretary), CGO Complex, Soochna Bhawan, New Delhi with respect to print media.
5. Secretary General, Advertising Standards Council of India (ASCI)