



सत्यमेव जयते



आजादी का
अमृत महोत्सव



Dated: 11.04.2022

ADVISORY REGARDING ADVERTISEMENT OF BRAND EXTENSION PRODUCTS

It has been brought to our notice that some advertisements of the prohibited brand extension products have been exhibited on private cable Television channels by the Companies producing tobacco & liquor products. These advertisements have been shown by adding brand names & logos prominently in the contents originally certified by CBFC. This was done without consulting CBFC or getting any endorsement from it. It has also been brought to our notice that certain electronic media channels have exhibited advertisements and prohibited brand extension products without any certification by CBFC.

This has been viewed seriously by the Competent Authority and the concerned media channels and the Advertisers have been warned strictly. It is being once again brought to the notice of all exhibitors including cable Television channels that brand extension product advertisements can only be exhibited with CBFC certification and in duly certified form. This is a mandatory requirement under Rule 7, sub-rule (2), clause (viii) of Cable Television Network Rules 1994 in the light of GSR 138(E) dated 27.2.2009 of Ministry of Information and Broadcasting (copy enclosed). In this regard detailed communication (Important Communication No. 2/2021) was issued by CBFC to all the applicants on 24.3.2021 for strict compliance.

Therefore, all advertisers and electronic cable Television channels are once again advised to ensure CBFC certification for brand extension products. Any Advertisements including those of primarily prohibited product brands are to be exhibited without any interpolation or distortion of the certified

Contd..

content. If required, the exhibitors can get the advertisement contents brought to them by advertisers duly verified from CBFC by mailing on ceo.cbfc@nic.in or by contacting nearest CBFC office. Strict action would be taken in cases of non-compliance with the relevant rules.



Ravinder Bhakar
Chief Executive Officer

To,

All Applicants/
CBFC Registered Users/
Cable Television Channels/
The Advertisers of Brand Extension Products.

Copy to:

1. Indian Broadcasting Foundation
2. The Advertising Standards Council of India (ASCI)
3. Joint Secretary (P&A), Ministry of Information and Broadcasting
4. Director (BC), Ministry of Information and Broadcasting
5. Director (Films), Ministry of Information and Broadcasting
6. Deputy Director, Electronic Media Monitoring Centre, Delhi
7. All Regional Officers, CBFC, Mumbai.
8. NSDL e-Gov (for website upload)
9. Notice Board