

**GOVERNMENT OF INDIA  
INFORMATION AND BROADCASTING  
LOK SABHA**

UNSTARRED QUESTION NO:2030

ANSWERED ON:09.03.2006

BAN ON ADVERTISEMENTS OF LIQUOR AND TOBACCO PRODUCTS

Pallani Shamy Shri K.C .;Sharma Shri Madan Lal

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

- (a) whether there is a ban on advertisements of liquor and tobacco products on Television (T.V.) channels;
- (b) if so, whether the Government is aware that some manufactures of liquor are advertising their brands showing their products on T.V. channels;
- (c) if so, whether any T.V. channel has been penalised for this act;
- (d) if so, the details thereof; and
- (e) the steps taken by the Government in this regard?

**Answer**

THE MINISTER OF INFORMATION & BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

- (a): Advertisements on TV channels transmitted/retransmitted through Cable Network are required to adhere to the Advertising Code prescribed vide Rule 7 of Cable Television Networks Rules 1994, Rule 7(2) (viii) of the Code provides that no advertisement shall be permitted which promotes directly or indirectly production, sale or consumption of cigarette, tobacco, wine, alcohol, liquor or other intoxicants. Channels distributed through DTH are also required to adhere to this Code.
- (b) to (e): The Government on has recently issued show cause notices to 31 TV channels for violation of Rule 7(2) (viii).