



**The Cable Television Networks (Regulation) Act, 1995  
The Cable Television Networks Rules, 1994  
NOTIFICATION 29th September 1994**

**7. Advertising Code**

- 1 Advertising carried in the cable service shall be so designed as to conform to the laws of the country and should not offend morality, decency and religious susceptibilities of the subscribers.
- 2 No advertisement shall be permitted which -
  - i. derides any race, caste, colour, creed and nationality;
  - ii. is against any provision of the Constitution of India;
  - iii. tends to incite people to crime, cause disorder or violence, or breach of law or glorifies violence or obscenity in any way;
  - iv. presents criminality as desirable;
  - v. exploits the national emblem, or any part of the Constitution or the person or personality of a national leader or a State dignitary;
  - vi. in its depiction of women violates the constitutional guarantees to all citizens. In particular, no advertisement shall be permitted which projects a derogatory image of women. Women must not be portrayed in a manner that emphasises passive, submissive qualities and encourages them to play a subordinate, secondary role in the family and society. The cable operator shall ensure that the portrayal of the female form, in the programmes carried in his cable service, is tasteful and aesthetic, and is within the well established norms of good taste and decency;
  - vii. exploits social evils like dowry, child marriage;
  - viii. promotes directly or indirectly production, sale or consumption of -
    - A. cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants;

**NOTIFICATION 9th August 2006**

“Provided that a product that uses a brand name or logo, which is also used for cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants, may be advertised on cable service subject to the following conditions that –

- i. the story board or visual of the advertisement must depict only the product being advertised and not the prohibited products in any form or manner;
  - ii. the advertisement must not make any direct or indirect reference to the prohibited products;
  - iii. the advertisement must not contain any nuances or phrases promoting prohibited products;
  - iv. the advertisement must not use particular colours and layout or presentations associated with prohibited products;
  - v. the advertisement must not use situations typical for promotion of prohibited products when advertising the other products;
- Provided further that all such advertisements shall be previewed and certified by the Central Board of Film Certification suitable for unrestricted public exhibition prior to telecast or transmission or retransmission”;

B infant milk substitutes, feeding bottle or infant food.

- 3 No advertisement shall be permitted, the objects whereof, are wholly or mainly of a religious or political nature; advertisements must not be directed towards any religious or political end.  
3A No advertisement shall contain references which hurt religious sentiments.



- 4 The goods or services advertised shall not suffer from any defect or deficiency as mentioned in Consumer Protection Act, 1986.
- 5 No advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special or miraculous or super-natural property or quality, which is difficult of being proved.
- 6 The picture and the audible matter of the advertisement shall not be excessively 'loud'.
- 7 No advertisement which endangers the safety of children or creates in them any interest in unhealthy practices or shows them begging or in an undignified or indecent manner shall not be carried in the cable service.
- 8 Indecent, vulgar, suggestive, repulsive or offensive themes or treatment shall be avoided in all advertisements.
- 9 **NOTIFICATION      2nd August 2006**  
  
No advertisement which violates the Code for self-regulation in advertising, as adopted by the Advertising Standards Council of India (ASCI), Mumbai for public exhibition in India, from time to time, shall be carried in the cable service.
- 10 All advertisement should be clearly distinguishable from the programme and should not in any manner interfere with the programme viz., use of lower part of screen to carry captions, static or moving alongside the programme.