

No.40011/01/2014-BC-I  
GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION & BROADCASTING  
'A' WING, SHASTRI BHAWAN,  
NEW DELHI – 110 001

Dated: 11.12.2017

ADVISORY

**Subject:** Telecast of Condom Advertisements between 10:00 PM- 6:00 AM while telecasting advertisements on TV channels.

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Whereas it has been brought to the notice of the Ministry of Information and Broadcasting that some channels carry advertisements of condoms repeatedly which are alleged to be indecent especially for children.

2. In this connection attention of TV channels is invited to Rule 7 (7) of the Cable Television Networks Rules, 1994 which specifically states that "No advertisement which endangers the safety of children or create 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.

AND

Rule 7 (8) of the Cable Television Networks Rules, 1994 which specifically states that "Indecent, vulgar, suggestive, repulsive or offensive themes or treatment shall be avoided in all advertisements."

3. In view of the above, all TV channels are hereby advised not to telecast the advertisements of condoms which are for a particular age group and could be indecent/inappropriate for viewing by children. Therefore such advertisements may be telecast between 10:00 PM and 6:00 AM to avoid exposure of such material to children and to ensure strict adherence to the provisions contained in the Cable Television Networks Rules, 1994. Any failure will attract action as per provisions of the Rules.

To,  
All TV Channels.

  
11/12/17

[Amit Katoch]

Director (BC)

Tele # 2338 6394

(अमित कटोच)

(AMIT KATOCH)

निदेशक (बी.सी.) / Director (BC)

सूचना एवं प्रसारण मंत्रालय  
Min. of Information & Broadcasting  
भारत सरकार, नई दिल्ली  
Govt. of India, New Delhi

Copy for necessary action to:

1. The President, News Broadcasters Association (NBA), Mantec House, 2<sup>nd</sup> Floor, C-56/5, Sector 62, Noida-201 301.
2. The President, Indian Broadcasting Foundation (IBF) 8-304, III Floor, Ansal Plaza, Khelgaon Marg, New Delhi-110 049.

Copy for information to:

1. The Secretary General, ASCI, B/717, Aarus Chambers Marg, Worli, Mumbai-400 018. w.r.t letter dated 24.08.2017.

  
[Amit Katoch]

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