

MINISTRY OF INFORMATION AND BROADCASTING

NOTIFICATION

New Delhi, the 9th August, 2006

G.S.R. 469(E).—In exercise of the powers conferred by sub-section (1) of Section 22 of the Cable Television Networks (Regulation) Act, 1995 (7 of 1995), the Central Government hereby makes the following rules further to amend the Cable Television Network Rules, 1994, namely :—

1. (1) These rules may be called the Cable Television Networks (Amendment) Rules, 2006.

(2) They shall come into force on the date of their publication in the Official Gazette.

2. In the Cable Television Network Rules, 1994, in rule 7, in sub-rule (2), in clause (viii), after sub-clause (A), the following shall be inserted, namely :—

“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” ;

[F.No. 804/3/2005-BC-III/BC-II]

N. BAIJENDRA KUMAR, Jt. Secy.

Note: The principal rules were published in the Gazette of India, Part II, Section 3, Sub-section (i) *vide* number G.S.R. 729(E), dated the 29th September, 1994 and subsequently amended by G.S.R. 459(E), dated the 8th October, 1996 and G.S.R. 282(E), dated 11th May, 2006.