

New Directive Alert

**Supreme Court Mandates
Self-Declaration by
Advertisers and Advertising
Agencies Before Publishing Ads**

The Ministry of Information and Broadcasting

The Ministry of Information and Broadcasting has issued a notification dated **June 3, 2024**, **requiring all advertisers and advertising agencies to upload a "Self-Declaration Certificate"** on **designated portals before broadcasting or publishing ads** in TV, radio, print, or online platforms. This directive comes into effect from June 18, 2024 ("Effective Date").

**Slide to know
important updates**

Who Needs to Comply?

This directive applies to all **advertisers, including individuals, organizations as well as advertising agencies**. Whether you are placing an advertisement directly or through an agency, you must fulfil this requirement.

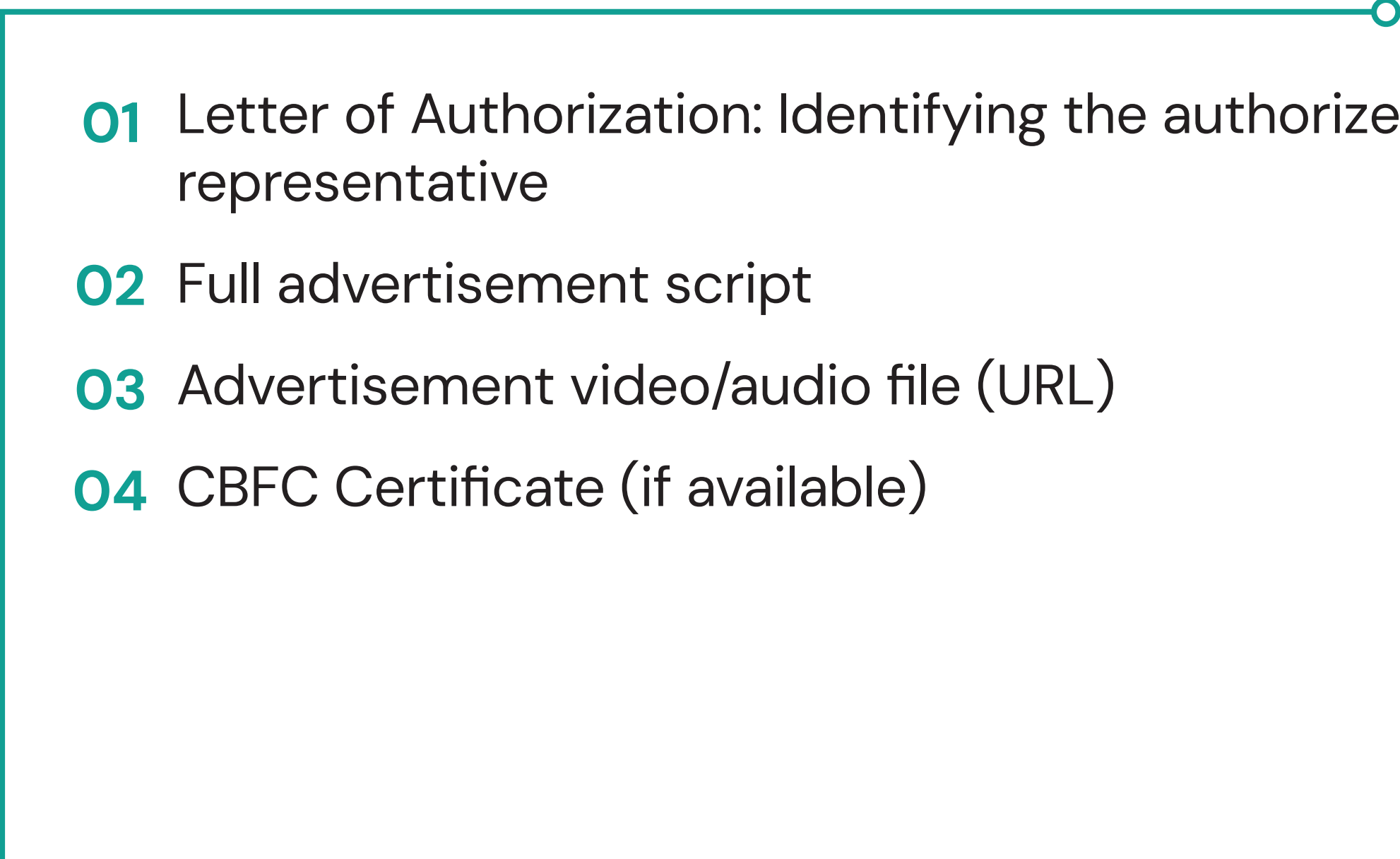
Action Required

Advertisers and advertising agencies must ensure the certificate confirms that their **advertisement is not misleading and complies with all regulatory guidelines**. The certificate must be signed by an authorized representative and submitted through the designated portals.

Details of Advertisement to be filled in

- 01** Product/service advertised
 - 02** Advertisement title
 - 03** Brief description (100–200 words), highlighting key features or claims
 - 04** Full script (PDF) v. URL for advertisement audio/video (TV/radio/internet) or PDF for print/static internet
Proposed first broadcast/publishing date
-

Documents Needed Before Submission

- 
- A teal-colored line graphic that starts as a horizontal line from the right edge of the list area, moves left, then turns 90 degrees down, then left again, and finally 90 degrees down to meet the bottom edge of the list area. A small teal circle is positioned at the end of the horizontal segment on the right.
- 01** Letter of Authorization: Identifying the authorized representative
 - 02** Full advertisement script
 - 03** Advertisement video/audio file (URL)
 - 04** CBFC Certificate (if available)

Portal Links

For further details and to upload your certificate, please use the following links:

- 01** Broadcast Seva Portal
- 02** Press Council of India's Portal

Registration

Broadcast Seva, an initiative by Ministry of Information & Broadcasting, provides a single point facility for broadcast related activities.



Contact Us

support@treelife.in

+91 99301 56000 | +91 22 6852 5768

**Follow us for
more such legal updates!**

www.treelife.in

Mumbai | Delhi | Bangalore | GIFT City