

No. DM/15/2022-DM
Government of India
Ministry of Information & Broadcasting
A Wing, Shastri Bhawan
New Delhi-110001

Dated 3rd October, 2022

ADVISORY

To

Private Satellite Television Channels

Subject: Advisory on Advertisements of Online Betting Platforms

Attention is invited to the Advisory dated 13.06.2022 (copy enclosed) issued by this Ministry to Private Satellite TV channels advising them to refrain from publishing advertisements of online betting platforms. The Advisory had been issued for the reason that betting and gambling is prohibited in most parts of the country, and pose significant financial and socio-economic risk for the consumers, especially youth and children. Accordingly, the promotion of offline or online betting/gambling through advertisements is not advised in larger public interest.

2. It has now come to the notice of this Ministry that some online offshore betting platforms have started using news websites as a surrogate product to advertise their betting platforms on TV channels. Exemplars of such surrogate advertising on TV channels are enclosed at **Exhibit-I**.

3. Betting and gambling is an illegal activity in most parts of India. In accordance with the Paragraph 9 of the Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements 2022 under the Consumer Protection Act, 2019, it has been observed that since betting and gambling is illegal, advertisements of online offshore betting and gambling platforms are also illegal. In this regard, it may be noted that in accordance with the Advertising Code under Cable TV Network Regulation Act 1995, advertisements of betting platforms, being an illegal activity, can not be shown on TV channels.

4. In respect of the advertisements of the surrogate news websites operated by the online betting platforms, it may be mentioned that the logos of the concerned news websites are strikingly similar to the betting platform. The concerned betting platforms, and the corresponding news websites, are also

not registered with any legal authority under Indian laws. Accordingly, the online offshore betting platforms appear to be promoting betting and gambling under the garb of news as surrogate advertising. In this regard, the Department of Consumer Affairs has also informed that online betting platforms have been advertising themselves as professional sports blogs, sports news websites, etc. while providing an indicative list of online betting platforms which are using news for surrogate advertising.

5. Having regard to the provisions of the Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements 2022 under the Consumer Protection Act, 2019 read with the Advertising Code under Cable TV Network Regulation Act 1995, it is informed that advertisements of concerned news websites which are in fact surrogate advertisements for online offshore betting platforms, do not appear to be in strict conformity with these laws.

6. In light of the Ministry's Advisory dated 13.06.2022 and the above, and having regard to the larger public interest involved, the private satellite television channels are strongly advised to refrain from broadcasting advertisements of online offshore betting platforms and/or their surrogate news websites or any such product/service depicting these platforms in a surrogate manner.

7. Contravention/violation of the above may invite penal action under the applicable laws.

8. This issues with the approval of the competent authority in the Ministry.



03/10/2022

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Copy to:

- i. Secretary, Ministry of Consumer Affairs, Government of India
- ii. Self-Regulatory Bodies under Cable Television Network (Amendment) Rules, 2021
- iii. Secretary, Advertising Standards Council of India

Copy to be placed at Broadcast Seva Portal for information of all Private Satellite Television Channels

Exhibit-I





07/07/2022 22:50:50

SONY SIX LIVE

IND 39-1 4.1 P / HODGA 6 1 KISHAN 8 1 ALI 1-15 1.1

1XBAT ONE GAME, ONE PASSION, 1XBAT Suresh Raina recommends JOIN NOW

04/09/2022 19:55:29

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LIVE  STAR SPORTS



IND 54-0 5
CURRENT RUN RATE 10.8

KL RAHUL 26 0 • ROHIT 28 0

RAUF 0-12 140 KPH

STAY TUNED WITH US FOR ALL THE CRICKET ACTION
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17/07/2022 15:53:59

SONY
SIX
LIVE HD



ENG 29-2 4.4 1

ROY 18 12 / STOKES 11 10

SHAMI 0-19 7.4

betway.net

YOUR ULTIMATE CRICKET DESTINATION
KHEL KA MAZAA LO



12/07/2022 20:34:14

SONY
TEN 3
LIVE

IND 38-0 7 4 रोहित 23 21 / अंबर 13 21 111 श्री अश्विन 0-8 1

WOLF NEWS

WOLF NEWS

WOLF NEWS

14/06/2022 20:47:09

LIVE STAR SPORTS

B KUMAR
15

SA 1-0 OVERS 0.1 BAVUMA 1 1 BHUVNESHWAR 0-1 0.1
TARGET 180 HENDRICKS 0 0 VENUE: VISAKHAPATNAM



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