

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110001

No.509/75/2004-JS-I (Vol.II)

Dated: 8th November, 2007

To

The Chief Electoral Officers
of all the States and Union Territories.

Sub: Supreme Court's order dated 13th April, 2004 relating to advertisements of political nature on TV Channel and cable networks – clarification – regarding.

Sir,

I am directed to invite a reference to the Hon'ble Supreme Court's order dated 13.04.2004, regarding political advertisements on TV/Cable Networks. Clarifications have been sought regarding political advertisements over Radio.

In this context, it is clarified that the Code for Commercial Advertising on the All India Radio prohibits advertisement of political nature. The Ministry of Information and Broadcasting, Government of India, have confirmed that the Code for Advertising on the AIR is also applicable for advertisements on FM Channels. Therefore, it may be seen that advertisements of political nature are **prohibited on all Radio Channels.**

The above clarification may be brought to the notice of all election authorities and others concerned in the State. The Code for Advertising referred to above can be had from the website of AIR www.allindiaradio.org.

Please acknowledge receipt of this letter.

Yours faithfully,

(S. R. KAR)
UNDER SECRETARY