

No.DM/15/2022-DM  
Government of India  
Ministry of Information & Broadcasting  
A Wing, Shastri Bhawan  
New Delhi – 110 001.

April 6, 2023

ADVISORY

To

- (i) Newspapers registered under Press and Registration of Books Act, 1867
- (ii) Private Satellite Television Channels
- (iii) Publishers of news and current affairs content on digital media
- (iv) Online Advertisement Intermediaries

**Subject: Advisory on Advertisements including Surrogate Advertisements of Online Betting Platforms – reg.**

Attention is invited to Advisories issued by this Ministry on 13.06.2022 followed by that on 3<sup>rd</sup> October, 2022 on the above subject wherein the Ministry had taken strong exception to the publication/transmission on various media platforms of advertisements/promotional content of betting platforms/sites and had strongly advised media to refrain from transmitting such content, including their depiction as news websites or such other activities in a surrogate manner. While issuing the advisory, the Ministry had made mention of the fact that betting and gambling is an illegal activity and hence advertisements/promotion of such activities directly or indirectly on any of the media platforms falls foul of the various statutes, including under the Consumer Protection Act, 2019, the Press Council Act 1978, Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 etc. Attention is also invited to the Norms of Journalistic Conduct of the Press Council which, inter alia, mentions that *“newspapers should not publish an advertisement containing anything which is unlawful or illegal.....”*, and further that *“The newspapers and periodicals should scrutinize the advertisement inputs from ethical as well as legal angles in view of the editor’s responsibility for all contents including advertisement, under Section 7 of PRB Act, 1867. Revenue generation alone cannot and should not be the sole aim of the Press, juxtaposed much larger public responsibility”*.

2. In spite of the above very clear position, the Ministry has been informed of recent instances where news publishers, including mainstream English and Hindi

newspapers, have published/printed advertisements/promotional content of betting sites/platforms which are clearly violative of the statutes and the various norms/guidelines issued thereunder as also goes against the very spirit of the advisory issued by MIB. It is also noticed that some of the news publishers have carried advertisements of a betting platform in which the audience are being encouraged to watch a sports league on its platform, which prima facie appears to be a case of piracy of content and violative of the Copyright Act, 1957. Exemplars of such advertisements are enclosed.

3. The Ministry takes strong exception to such practices and urges all stakeholders, including the media platforms and the various online advertisement intermediaries, to immediately refrain from showing such advertisements/promotional content in any form whatsoever. In the event news publishers, etc., are found to be not adhering to the aforementioned Advisory, the Government would be constrained to take appropriate action under the various statutes.

This issues with the approval of the competent authority.

**Encl: as above**



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Copy to:-

1. Secretary, Ministry of Consumer Affairs, Government of India
2. Secretary, Ministry of Electronics & Information Technology
3. Secretary, Press Council of India
4. Self-Regulatory Bodies under Cable Television Network (Amendment) Rules, 2021.
5. Self-Regulatory Bodies under Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021.
6. Online Advertisement Intermediaries
7. Secretary, Advertising Standards Council of India (ASCI)
8. Various associations of print media and electronic media

**Exemplars of advertisements of betting platforms**

हार्दिक के जोरा और धोनी के अनुभव की आजमाइश  
मुकेश और चेन्नई के बीच सुकुमारजी भुवनेश्वर आज, राहुल के लिए पहले मैच में उपकब्ध नहीं होने किताब

5 खिलाड़ों को खाली मुकाम  
इंडियन प्रिमियर लीग टीम

कुछ बड़ा सोचो, लीग खेलो, चलो 1XBET!

1XBET ऐप डाउनलोड करें, प्रोमो कोड **26 000 INR** तक का वेलकम बोनस!

कैव करें

18+ - सभी मनु होने हे। केवल पूरे रूप में उपयोग के लिए है।

INDIA'S MOST TRUSTED SPORTS EXCHANGE **LOTUS365** MOST TRUSTED SINCE 2015

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START PLAYING ON YOUR FAVORITE IPL TEAM ONLY ON LOTUS365.IN

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✓ 24/7 Withdrawal ✓ 1 Crore + Plus Active Id's ✓ 300+ Live Casino Games  
✓ Auto Deposit & Withdrawal ✓ 365%\* Bonus\*

Only 18+ - This game involves an element of financial risk and may be addictive. Please play responsibly and at your own risk.

**इस आईपीएल, जीत होगी बड़ी!!**  
खेल जा ऑन फेयरप्ले

**अभी खेलो**

**300% डिपॉजिट प्लेट 5% लॉसबैक बोनस हर मैच पर**

**आईपीएल देखो मुफ्त**

**LIVE**

**fairplay.co.in**

**+91 84978 28282**

**fairplay**

**GREATER ODDS. GREATER WINNINGS**

18+ | 1 रुपए से कम में अधिकतम जीत तक पहुंचें | और एक ही समय में एक ही टीम के लिए खेलें | कृपया जिम्मेदारी से खेलें | अधिक जानकारी के लिए हमारे सहायक से बात करें |

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**Wood-Meyers' giant show**

Allrounder's 38-Ball 73 Followed by Pacer's Fiery 5/14 Help LSG Hand Capitals A Heavy Defeat In Their Opener

**Kings rule over sloppy Knights**

Michael Pate's 80px... Kings rule over sloppy Knights... Wood-Meyers' giant show... Kings rule over sloppy Knights... Wood-Meyers' giant show... Kings rule over sloppy Knights...

**SCOREBOARD**

LSG: Wood-Meyers 38 (10), Pate 80 (10), ...

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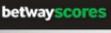
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**betway**

**INDIAN T20 LEAGUE**

**betwayscores**

Advertisement for betway scores app featuring a man holding a smartphone and the Indian T20 League logo.



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## Punjab Kings & Kolkata seek to put troubles aside

Hit By Injuries To Marquee Players. The Two Teams Square Off In Mohali On Saturday

**INDIAN PREMIER LEAGUE** Punjab Kings and Kolkata Knight Riders are set to square off in Mohali on Saturday. Punjab Kings are looking to bounce back after a disappointing season, while Kolkata Knight Riders aim to secure a top position in the playoffs. The match is expected to be a high-scoring affair.



**FACE-OFF**  
 10:20

**NUMBERS GAME**  
 5/19

**7**

### 'Impact Player' limits chances for domestic allrounders: Hesson

**INDIAN PREMIER LEAGUE** The introduction of the 'Impact Player' rule in the Indian Premier League has significantly limited the role of domestic all-rounders. According to cricket analyst Hesson, this rule has forced teams to rely more heavily on international players for their all-rounding needs, reducing the opportunities for domestic players to showcase their skills.

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betway **SCC** Page 27 / 30



**Edward At GP**

## Raza hopes to make his maiden stint memorable

**INDIAN PREMIER LEAGUE** Raza is looking forward to making his debut in the Indian Premier League. He has expressed his confidence and hopes to have a successful season. Raza is a talented batsman and is expected to play a key role for his team.

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### Haideewood to miss initial stage, Maxwell uncertain for opener

**INDIAN PREMIER LEAGUE** Haideewood and Maxwell are expected to miss the initial stages of the Indian Premier League. Haideewood is recovering from an injury, while Maxwell's fitness is still being assessed. Maxwell is a key player for his team and his return is eagerly awaited.

### Ready to host Rishabh Pant at Delhi stadium for DC's matches

**INDIAN PREMIER LEAGUE** The Delhi Capitals are preparing to host Rishabh Pant at their home stadium. Rishabh Pant is a star player for the Delhi Capitals and his return is a major boost for the team. The stadium is being readied to ensure a smooth experience for the fans.



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TENNIS

SCAN ME



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# Titans edge past CSK in opener

GI's 63 and Rashid's all-round show help defend champions begin campaign with bow-wicket victory over Super Kings

**Match Report**

Chennai Super Kings have been crowned champions of the IPL for the second time in a row as they edged past Gujarat Titans in the opening match of the tournament. In a closely fought contest, the defending champions bowled out the Titans for 167 runs in 19.4 overs, with Rashid Khan's all-round performance being a key factor in their victory.

Titans captain Hardik Pandya was the only batsman to reach double figures, scoring 11 runs. The Titans' batting lineup was heavily reliant on the run rate, with several batsmen struggling to get going. In contrast, Chennai Super Kings' batsmen were more composed, with GI's leading the way with a half-century.

Rashid Khan was the star of the show, contributing 63 runs and 4 wickets. His all-round performance was crucial in helping CSK secure a narrow victory. The Titans' bowlers were unable to contain CSK's batsmen, who were supported by a strong fielding effort.

The match was a tactical battle, with both teams looking to exploit their strengths. Chennai Super Kings' strategy of building a strong batting lineup and relying on their bowlers to take wickets proved to be the winning formula. Gujarat Titans, on the other hand, were out of sync, with their batting and bowling units failing to work together effectively.

The victory gives Chennai Super Kings a strong start to their IPL campaign. They will now look to build on their momentum and defend their title. Gujarat Titans will be disappointed but will look to bounce back in their next match.

**Match Summary:** Chennai Super Kings 180/5 (20 overs) vs Gujarat Titans 167/7 (19.4 overs). GI's 63, Rashid 4/28.

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**INDIAN T20 LEAGUE**

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# Mayers, Wood star as Lucknow put up super show against DC

Oppener hits 73 and goes unbeaten before fully Super Giants take 5 wickets with the chase in five hours game

**Match Report**

Lucknow Super Giants put on a stellar performance as they defeated Delhi Capitals in a thrilling T20 match. Mayers and Wood were the stars of the show, leading the SGs to a comprehensive victory. The match was a tactical battle, with both teams looking to exploit their strengths.

Mayers was the top batsman for Lucknow, scoring a brilliant 73 runs. Wood was also in excellent form, contributing 55 runs. Together, they provided a solid foundation for the SGs' batting lineup. The Delhi Capitals' batsmen were unable to contain Lucknow's batsmen, who were supported by a strong fielding effort.

Lucknow's bowlers were also in top form, taking several wickets. The match was a tactical battle, with both teams looking to exploit their strengths. Lucknow's strategy of building a strong batting lineup and relying on their bowlers to take wickets proved to be the winning formula. Delhi Capitals, on the other hand, were out of sync, with their batting and bowling units failing to work together effectively.

The victory gives Lucknow Super Giants a strong start to their IPL campaign. They will now look to build on their momentum and defend their title. Delhi Capitals will be disappointed but will look to bounce back in their next match.

**Match Summary:** Lucknow Super Giants 180/5 (20 overs) vs Delhi Capitals 167/7 (19.4 overs). Mayers 73, Wood 55.

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**INDIAN T20 LEAGUE**

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# Rain, faulty floodlights mar Punjab victory over Kolkata

Match Report

Punjab Kings secured a victory over Kolkata Knight Riders in a match marred by rain and faulty floodlights. The match was a tactical battle, with both teams looking to exploit their strengths. Punjab's batsmen were in good form, and their bowlers were also in top form. Kolkata's batsmen were unable to contain Punjab's batsmen, who were supported by a strong fielding effort.

The match was a tactical battle, with both teams looking to exploit their strengths. Punjab's strategy of building a strong batting lineup and relying on their bowlers to take wickets proved to be the winning formula. Kolkata Knight Riders, on the other hand, were out of sync, with their batting and bowling units failing to work together effectively.

The victory gives Punjab Kings a strong start to their IPL campaign. They will now look to build on their momentum and defend their title. Kolkata Knight Riders will be disappointed but will look to bounce back in their next match.

**Match Summary:** Punjab Kings 180/5 (20 overs) vs Kolkata Knight Riders 167/7 (19.4 overs).

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**INDIAN T20 LEAGUE**

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सावरकरांवरून उद्धव ठाकरेची राहुल गांधींवर टीका, आता काँग्रेसने दिलं असं प्रत्युत्तर, म्हणाले...



मुंबई - सावरकरांच्या मुद्द्यांवर शिवसेना उद्धव बाळासाहेब ठाकरे पक्ष व काँग्रेस पक्षाचे विचार वेगवेगळे आहेत हे सर्वश्रुत आहे. काँग्रेस पक्षाने विचारांशी कधीच तडजोड



**ऑटो :** कार-बाईकमध्ये इंधनाची टाकी पूर्ण भरू नका, अन्यथा...;  
सरकारने जारी केल्या मार्गदर्शक सूचना

