

ELECTION COMMISSION OF INDIA**Nirvachan Sadan, Ashoka Road, New Delhi-110001****No. 491/MCMC/2014/Communication****Dated: 12th April 2014**

To

The CEOs of all States & UTs

Sub: - Guidelines regarding applications received from individuals seeking pre-certification of ads of political nature on TV Channels/ Cable Network/ Radio-clarification.

Sir/Madam,

I am directed to invite your attention to the Commission's order dated 15/4/2004, issued in pursuance of the Supreme Court's order, dated 13/4/2004. A clarification has been sought as to whether persons other than political party or candidate can give advertisements on TV channel, Cable Network & Radio, against a candidate. In this connection, I am directed to clarify that the order, dt 13.04.2004 of the Hon'ble Supreme Court [in SLP (C) No.6679 of 2004] does not specifically prohibit ads by persons other than political party or candidate. However, the order does say that such persons cannot give ads for the benefit of any political party or candidate. This implies that ads against a Party or candidate cannot also be allowed, as that would benefit other parties/candidates. This clarification may be brought to the notice of all concerned.

This dispose of the clarification sought by CEO, Delhi vide letter no. F.PA/Addl.CEO(NB)/MCMC/2014/22248 dated 04.04.2014

Yours faithfully,



(RAHUL SHARMA)
UNDER SECRETARY