

2018
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S. No.

Shastri

N-4407/77/2017-BC-I
Government of India
Ministry of Information & Broadcasting

Room No-116'A' Wing,
Shastri Bhawan, New Delhi-110001
Dated: 27.09.2018

To,

1. The President, News Broadcasters Association,
Mantec House, C-56/5, 3rd Floor, Sector 62, Noida,
Uttar Pradesh, 201301.
2. The President, Indian Broadcasting Foundation,
B-304, 3rd Floor, Ansal Plaza, Khelgaon Marg, New Delhi-110049
3. General Secretary, Advertising Standards Council of India,
717/B AURUS Chambers, SS Amrutwar Marg, Worli Mumbai- 400018

Subject: Prohibition of using the name of Government Department or Institutions in the advertisement of Ayurveda, Sidda, Unani and Homeopathy Drugs.

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Sir/ Madam,

I am directed to forward herewith the Advisory dated 31.08.2018 issued by Ministry of AYUSH on the above mentioned subject for further necessary action as deemed fit.

Yours faithfully,

M. Rajendran
27/9/18

(M. Rajendran)

Under Secretary to the Govt. of India
Tele: 2338 6819

Encl: As above

ADVTG, STANDARDS COUNCIL OF INDIA
03:50pm
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