

F. No. I-34011/1/2016-Coord/ (pt. 2)  
Government of India  
Ministry of Corporate Affairs

5<sup>th</sup> Floor, 'A' Wing, Shastri Bhawan  
Dr. Rajendra Prasad Road  
New Delhi-110 001  
Dated: 16.06.2016

To

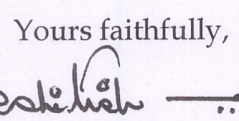
1. Director General, Indian Institute of Corporate Affairs, New Delhi
2. Secretary, National Company Law Tribunal (erstwhile CLB), New Delhi
3. Registrar, Competition Appellate Tribunal, New Delhi
4. Secretary, Competition Commission of India, New Delhi
5. Director, Serious Fraud Investigation Office, New Delhi
6. Director, Cost and Audit Branch, New Delhi
7. All RDs/RoCs/OLs, Ministry of Corporate Affairs
8. Secretary, Institute of Chartered Accountants of India
9. Secretary, Institute of Cost Accountants of India
10. Secretary, Institute of Company Secretaries of India

**Subject: Content Regulation in Government Advertising - regarding**

Sir,

The Supreme Court of India, in its Order dated 18.03.2016, has prescribed further guidelines in addition to those prescribed by Judgment dated 13.05.2015 on the subject noted above, wherein the Hon'ble Apex Court has permitted the publication of the photographs of the Governors and the Chief Ministers of the State in addition to the photographs of the President, the Prime Minister and the Chief Justice of the Country in Government advertisements, subject to the said authorities themselves deciding the question. The Hon'ble Supreme Court has also directed that in lieu of the photographs of the Prime Minister and the Chief Ministers, the photograph of the Departmental (Cabinet) Minister/Minister In-charge may be published, if so desired.

2. The Order pronounced by the Apex Court on 18.03.2016 has been uploaded on the official website of MCA. It is requested to comply with all aspects of the directions issued by the Apex Court.

Yours faithfully,  


(Kshitish Kumar)

Under Secretary to the Govt. of India

Copy, to:

1. JS (B)/JS (K)/JS(AC)/DII (NS)/DII (AS)/EA/ Advisor (Cost)
2. E-Governance Cell- with the request to upload the document under the caption "**Content Regulation in Government Advertising**"

Copy, for information, to:-

1. PSO to Secretary, MCA
2. PPS to Additional Secretary, MCA