

GOVERNMENT OF INDIA
CENTRAL BUREAU OF COMMUNICATION
MINISTRY OF INFORMATION & BROADCASTING
SOOCHNA BHAWAN, C.G.O COMPLEX, NEW DELHI - 110003
www.cbcindia.gov.in

No. 01101/0002/2025-26/AV-TV

Dated: 15 March 2026

MOST IMMEDIATE

Subject: Advisory for Pvt C&S TV Channels regarding the Stoppage of ongoing TV campaigns in West Bengal, Assam, Keralam, Tamil Nadu & Puducherry– Reg.

In suppression of any instructions/ RO remarks given by CBC with respect to the Releases Orders mentions below, all Pvt C&S TV Channels in the States of **West Bengal, Assam, Keralam, Tamil Nadu and Union Territory of Puducherry** shall **stop telecast of the ongoing TV campaigns** issued through the following Release Orders (ROs) **with immediate effect from 5:00 p.m. on 15 March 2026:**

Release Orders:

- i. 01101/0005/2526/TV**
- ii. 01101/0006/2526/TV**
- iii. 01101/0007/2526/TV**
- iv. 01101/0009/2526/TV**

2. Any spot telecast **after 5:00 p.m. on 15 March 2026** shall not be considered for payment.

3. This issues with the approval of the **Competent Authority.**

(Sri Sai Vempati)
Deputy Director (AV)

	Digitally Signed by: Sri Sai Vempati Date: 15-03-2026 05:27 pm
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