

F. No. 17/0029/2526-MR&C

Government of India
Ministry of Information &
Broadcasting Central Bureau of
Communication

**

Date: 10.04.2026

Advisory

Subject: Advisory regarding applicability of GST premium for CBC empaneled dailies -regd.

With reference to various queries regarding GST incentive applicable under the Ministry of I&B OM No. M-24013/43/2021-MUC-I (Vol III) dated 17.11.2025 reg '**Revision in rates of Government advertisements in print media based on the acceptance of the recommendations of the 9th Rate Structure Committee**', reference is invited to clause (vi) of the OM, which states 'The small daily publications (circulation up to 25,000 copies) registered with GST regime will be given a premium of 25% on the applicable CBC rate'.

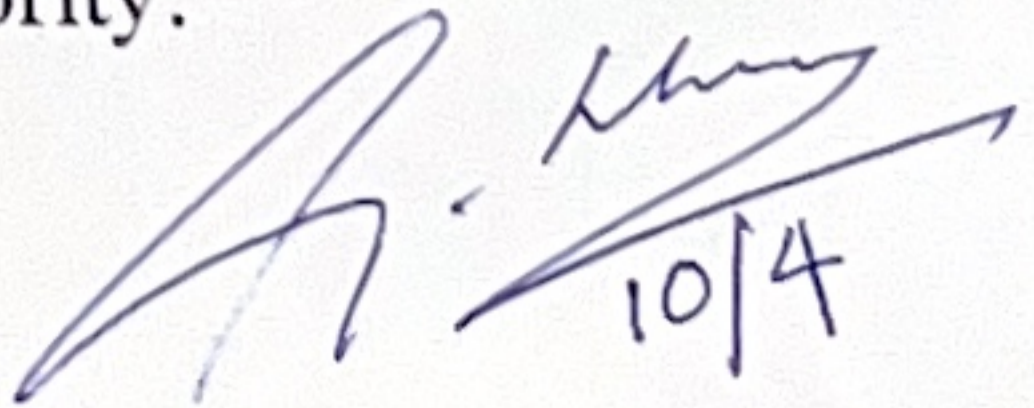
The Small, Medium and Big publications are defined under Clause 4 of the **Print Media Advertisement Policy, 2020**, with claimed circulation in their latest Annual Return filed with PRGI.

In view of the above, it is clarified that:

- The GST premium of 25% on CBC rates is strictly admissible only to Small Daily Publications (with claimed circulation up to 25,000 sold copies per day) registered under the GST regime.
- Accordingly, Medium and Big category dailies are not eligible for this premium, even if their circulation is restricted to 25,000 for failing to get their circulation verified as per Clause 7.5.2 of the Print Media Policy 2020.

All empaneled publications are advised to take note of the above clarification.

This issues with the approval of the competent authority.


(Gaurav Khare)

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