

भारत सरकार  
GOVERNMENT OF INDIA  
केंद्रीय संचार ब्यूरो  
CENTRAL BUREAU OF COMMUNICATION  
सूचना और प्रसारण मंत्रालय  
MINISTRY OF INFORMATION & BROADCASTING  
सूचना भवन, सीजीओ कॉम्प्लेक्स, लोधी रोड, नई दिल्ली - 110003  
SOOCHNA BHAWAN, C.G.O COMPLEX, NEW DELHI - 110003  
Website: [www.davp.nic.in](http://www.davp.nic.in), [cbcindia.gov.in](http://cbcindia.gov.in)

File No.CO(AV)/Misc. Matters/2025-26/AV

Dated: 11-09-2025

Most Immediate  
**ADVISORY TO STOP THE TV CAMPAIGN**

**Subject:** Advisory To **STOP** The TV Campaign "Next Gen GST Reforms" M/o Finance (PR Custom & Central Excise)

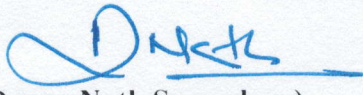
Due to change in the creatives, all TV Channels shall IMMEDIATELY STOP THE TELECAST of the following RO Nos.:

1. 15502/0001/2526/TV
2. 15502/0002/2526/TV
3. 15502/0004/2526/TV
4. 15502/0003/2526/DD

2. Bills of any spot telecast after 5:00 PM of 11-09-2025 Shall not be processed by CBC.

3. All the Channels in the above mentioned ROs are advised to strictly comply with the above ADVISORY.

4. This issues with the approval of the competent authority

  
(Durga Nath Swarnkar )  
Assistant Director

दुर्गानाथ स्वर्णकार / Durga Nath Swarnkar  
सहायक निदेशक / Assistant Director  
केंद्रीय संचार ब्यूरो / Central Bureau of Communication  
सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting  
भारत सरकार / Government of India

To

All C&S channels who have received The TV Campaign of M/o Finance (PR Custom & Central Excise) on the subject above