

Sample Format: Letter of Authorisation

LoA on Company Letterhead

Subject: Authorisation of representative for submission of Self-Declaration Certificate by Advertisers/Advertising Agencies

This is with reference to the Order dated 07.05.2024 passed by the Hon'ble Supreme Court in WPC No. 645/2022-IMA & Anr. Vs. UOI & Ors. for ensuring compliance with advertising regulations across print, electronic, and internet/digital media platforms.

2. In this regard, Shri/Ms. [name of representative] in his/her capacity as [Designation of Representative] is hereby authorised to submit the self-declaration certificate in compliance of the aforementioned order of the Hon'ble Supreme Court on behalf of [name of advertiser/advertising agency].

Signed by Head of Company (advertiser/advertising agency) along with Company Seal

Name of Signatory:

Designation of Signatory:

Date: