

भारत सरकार
GOVERNMENT OF INDIA
लोक संपर्क और संचार ब्यूरो
BUREAU OF OUTREACH & 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

File No. 15401/0001/2021-22-AV/Radio

Dated: 28th May, 2021

Most Immediate
ADVISORY FOR Withdrawal of Radio Campaign

Subject: Advisory for Pvt. FM Stations to WITHDRAW the 'Income Tax e-Filing 2.0' campaign, Directorate of Income Tax, M/o Finance for R.O. No. 15401/0012/2021/AV.

As desired by Directorate of Income Tax, M/o Finance R.O. No. 15401/0012/2021/AV released on 27th May, 2021 for Directorate of Income Tax, M/o Finance 'Income Tax e-Filing 2.0' campaign **STAND WITHDRAWN** immediately.

2. The above mentioned RO for 'Income Tax e-Filing 2.0' campaign released on behalf of Directorate of Income Tax, M/o Finance stands withdrawn with immediate effect (R.O. No. 15401/0012/2021/AV to be broadcast from 1st to 6th June, 2021. Radio spot: e-Filing 2.0 - 45 second). **Any spot broadcast by Pvt. FM Stations under this RO No. 15401/0012/2021/AV will not be paid by BOC.**
3. All the Stations in the ROs are advised to strictly comply to the above ADVISORY.

This issues with the approval of Pr.DG, BOC.

सुमेधा
28/05/2021
(सुमेधा भारद्वाज)
अभियान अधिकारी

To

All Pvt. FM Stations who have received Directorate of Income Tax, M/o Finance 'Income Tax e-Filing 2.0' campaign for above mentioned R.O. No. 15401/0012/2021/AV.