

NATIONAL STOCK EXCHANGE OF INDIA LIMITED

DEPARTMENT : COMPLIANCE	
Download Ref No : NSE/COMP/35133	Date : June 16, 2017
Circular Ref. No : 338/2017	

To All Members

Sub: Guidelines to determine celebrity status for the purpose of issuing advertisements

This is further to the revised Code of Advertisement prescribed by Exchange vide our circular ref. no. NSE/COMP/33643 dated November 16, 2016.

In the aforementioned circular a clause is stated that ‘No celebrities shall form a part of the advertisement/material’. The below guidelines are being issued to clarify the expression “Celebrity”. As per these guidelines, the expression ‘celebrity’ means and includes any person –

- who has played lead role or one of the lead roles in any movies/TV serials/ TV shows which includes but not limited to main actor, actress, child artist, villain, comedian, prominent support character.
- who has been host or one of the hosts or anchor or one of the anchors for any TV programs such as quiz, cooking shows, news channels, comedy show, dance shows, song show, award functions and such other entertainment programs.
- who has been winner or runner in a competitive program that has gone through a series of qualifying rounds (for elimination of competitors) which may be known as qualifying round, quarter finals, semifinals and finals or by any other names.
- Sports person who has been part of National team of the country to which he belongs or represented his country in international tournaments / events such as Olympic Games, Asian Games and competitive games at international level for that given sport, etc.
- Other well-known personalities like Doctors, Authors, Activists, Educationists, Politicians, Preachers, Singers, Musicians, Radio Jockeys, Businessmen, Business Managers/ leaders of repute, recipients of awards such as Padma awards, recipients of awards from international bodies, Government of India or any state government set up for recognition of special contribution to the field of expertise of such person.
- Any other person who in the view of Exchange is capable influencing the opinion of viewers of the advertisement.
- Notwithstanding anything contained in these guidelines, decision of Exchange shall be final in determining if the person made a part of the advertisement/material is a celebrity or not and such decision shall be final.

Members are requested to note that the above guidelines will be applicable for all advertisements sent to Exchange for approval effective from June 19, 2017. With regard to already approved advertisements having ‘celebrity’ as per above guidelines, such advertisements shall be withdrawn on or before December 31, 2017.

An updated undertaking is attached as Annexure I which has to be enclosed with every draft advertisement submitted for approval to Exchange.

In case of any clarifications, members are requested to contact the Membership Compliance department at toll free no. 1800 22 00 51 or at email id: compliance_mem@nse.co.in.

For and on behalf of

National Stock Exchange of India Limited

Nipa Simaria
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