

No. N-36011/13/2020-BP&L (Vol III)
Government of India
Ministry of Information and Broadcasting

Shastri Bhawan, New Delhi

Dated, the 29th July, 2025

NOTICE

Reference is invited to the enclosed copy of this Ministry's Notice dated 02.07.2025 seeking feedback/ comments from General Public/ Stakeholders, to be submitted within thirty days, in respect of the amendments proposed in the 'Policy Guidelines for Television Rating Agencies in India' dated 16.01.2014.

2. With a view to have wider participation from the industry bodies and other stakeholders, it has been decided to extend this period by a further thirty days and the **feedback/ comments may now be submitted till 01.09.2025**, preferably in electronic form at the email address sobpl-moib@nic.in.

Encl: As above


29/07/2025

(Shiv Ram Meena)

Under Secretary to the Government of India

Tele No.: 011-23386746

E-mail: usbpl-moib@gov.in

सं. एन-36011/13/2020-बीपीएंडएल (वॉल्यूम III)

भारत सरकार

सूचना और प्रसारण मंत्रालय

शास्त्री भवन, नई दिल्ली

दिनांक, 29 जुलाई, 2025

सूचना

कृपया इस मंत्रालय की दिनांक 02.07.2025 की संलग्न सूचना का संदर्भ लें, जिसमें दिनांक 16.01.2014 की 'भारत में टेलीविजन रेटिंग एजेंसियों के लिए नीति दिशा-निर्देश' में प्रस्तावित संशोधनों के संबंध में सामान्य जनता/हितधारकों से तीस (30) दिनों के भीतर सुझाव/टिप्पणियाँ मांगी गई थीं।

2. उद्योग संगठनों और अन्य हितधारकों की व्यापक भागीदारी सुनिश्चित करने के उद्देश्य से, यह निर्णय लिया गया है कि उक्त अवधि को और तीस (30) दिनों के लिए बढ़ा दिया जाए। अब सुझाव/टिप्पणियाँ 01.09.2025 तक भेजी जा सकती हैं, और इन्हें अधिमानतः इलेक्ट्रॉनिक रूप में निम्नलिखित ईमेल पते पर भेजा जाए: sobpl-moib@nic.in.

संलग्नक: यथानुसार

29/07/2025
29/07/2025 -

(शिव राम मीना)

अवर सचिव(बीपी एंड एल)

दूरभाष क्रमांक: 011-23386746

ई-मेल: usbpl-moib@gov.in

278

No. N-36011/13/2020-BP&L (Vol III)
Government of India
Ministry of Information and Broadcasting

Shastri Bhawan, New Delhi
Dated, the 02nd July, 2025

NOTICE

The Ministry of Information and Broadcasting, Government of India had notified the 'Policy Guidelines for Television Rating Agencies in India' on 16.01.2014. A copy of these guidelines may be accessed by visiting the link :

<https://mib.gov.in/sites/default/files/2025-07/policy-guidelines-for-television-rating-agencies-in-india-dt-16.01.2014-1.pdf>

2. Now, the Ministry is considering to make some amendments to the above said TRP Policy Guidelines and a copy of the draft amendment order is enclosed herewith. In this regard, the Ministry solicits feedback/ comments from General Public/ Stakeholders, in respect of the proposed amendments, within a period of **thirty days** from the date of publication of this notice, preferably in electronic form at the email address sobpl-moib@nic.in.

Encl: As above

sent
02/07/2025

(Shiv Ram Meena)

Under Secretary to the Government of India

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No. 36011/13/2020-BP&L Vol.III
Government of India
Ministry of Information & Broadcasting

Shastri Bhawan, New Delhi
Dated, the July, 2025

ORDER

Subject: Amendment in Policy guidelines for Television Rating Agencies in India — regarding.

The Government of India had notified the **Policy guidelines for Television Rating Agencies in India** vide order No 9/135/2013-BP&L dated 16.01.2014.

2. The Government of India makes the following amendments to the above said policy guidelines:

(a) The Clause 1.1 of the Policy Guidelines for Television Rating Agencies in India shall be substituted with the following clause.

"1.1 The applicant seeking registration for providing television rating services shall be a company registered in India under the Companies Act, 2013."

(b) The Clause 1.4 of the Policy Guidelines for Television Rating Agencies in India shall be substituted with the following clause.

"1.4 The company shall not undertake any activity like consultancy or any such advisory role, which would lead to a potential conflict of interest with its main objective of rating"

(c) The clauses 1.5 and 1.7 of the Policy Guidelines for Television Rating Agencies in India shall be deleted.

(d) The proviso to clause 1 of the Policy Guidelines for Television Rating Agencies in India (placed below 'Explanation' at the end of clause 1.7) shall be deleted.

3 The above provisions would come into effect immediately and would also be applicable in respect of the existing registered company(ies).

(Shiv Ram Meena)

Under Secretary to the Government of India

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