

## **Guidelines for acceptance of Classified ads**

### **Copy of FIR/Complaint is required in case of**

- a) Missing Documents & Possessions (except 10<sup>th</sup> & 12<sup>th</sup> Class Certificates)
- b) Missing Person

### **Request Letter must be on Companies Letter head dully signed & with signing person's name incase of**

- a) Company disposing of car/other goods. & Female vacancy.

### **In case of Friendship/Entertainment ads**

Photo –id Proof/& ownership proof of landline or Mobile number given.

### **In case loss of LIC policy**

A standard format issued by the LIC Branch Manager is enough documental proof

### **In case Disownment**

The advertisement matter is accepted only on the request letter by the Person giving the ad (mandatory)& lawyer's letter head duly stamped & singed by the lawyer (optional).

### **Discontinued/terminated the services of an employee**

In case of a Company giving notice of discontinued/terminated services of an employee the matter is received on the letterhead duly signed by the authorized signatory of the Company along with copy of termination notice. Letter sent by the Company to the Employee.

### **Change of Name/ Religion**

A photocopy of the affidavit signed & notarized / attested by magistrate to be submitted at the time of booking.

### **Notice related to Wedding in Foreign country**

Consent letter of the respective Embassy/ Consulate must be submitted at the time of booking

### **Marriage Cancellation**

Advertisement to be supported by wedding invitation cards & a declaration regarding the cancellation of the wedding, duly signed by both parties.

### **Unforgettable/ Obituary ads**

- Cause of death like which gives specifics of death in an accident should not be mentioned in the ad text.
- Remembrance ads should not be used as a grievance platform  
Eg. Death due to dowry, medical negligence due to hospital/ doctor.
- Ceremonies/ Prayer meeting ads are not acceptable in a Unforgettable ad.
- Can accept phone numbers, address in Unforgettable ad text.

### **Strictly Prohibited**

- Kidney Donor ads are strictly banned.
- Word "Donation" is not acceptable in the text of the ad.
- Ads like the following are banned; "Send Rs.5 stamp along with self addressed envelope. No stamps to be asked. Eg. "Earn 30,000+ monthly by just working 2 hours at home. Only paper work. For details rush your self Addressed Rs. 5 stamped long envelope to full address of the advertisers. No HT Box number will be allowed in case advertisers asking of Rs.5 stamped envelope.
- Classified Ads cannot carry phrases like "Caste no bar except SC/ST" or "Dowry no bar"
- Ads by Private institutions/Universities asking money for their prospectus except Govt./Semi Govt. and recg. Inst./ Universities.
- Advertising with words " Invitation Price / Pricing" is the copyright of The Hindustan Times.
- 100% guarantee in case of Educational/Medical & Vacancy Ads.
- Ads Displaying non-vegetarian products.
- Ads seeking models, actor, singers etc. and asking for money.
- Ad containing defamatory statement against any person or photograph of a person without consent of such person.

### **Do not accept.....**

- Ads referring to "Party Line" or related dubious phone services
- Ads appearing unethical, illegal or offending public sensitivity.
- "VISA 100 %" cannot be accepted
- Advertisement of Lottery other than state lottery. Ensure that at least one state government is one of the sponsors of such lottery.
  - In case of allegations of mental or physical incapability of Ex-partner in divorce cases the matter is not accepted.

**Drug and Magic Remedies  
(Objectionable Advertisements) Act 1954**

- Advertisement of drugs for treatment of diseases and disorders of Asthma, Appendicitis, Arteriosclerosis, Blindness, Blood Poisoning, Bright's Disease, Cancer, Cataract, Deafness, Diabetes, Diseases and disorders of Brain / Optical system / Uterus / Menstrual flow / Nervous system or Prostatic gland, Dropsy, Epilepsy, Fits, Female diseases, Forms and structure of female bust, Stones in Gall / Kidney / Bladder, Gangrene, Glaucoma, Heart diseases, High or low blood pressure, Hydrocele, Hysteria, Infantile paralysis, Insanity, Leprosy, Leucoderma, Lockjaw, Locomotor ataxia, Lupus, Nervous debility, Obesity, Paralysis, Plague, Pleurisy, Pneumonia, Rheumatism, Ruptures, Sexual impotence, Small pox, Stature of person, Sterility in women, Trachoma, Tuberculosis, Tumors, Typhoid fever, Ulcers of gastro-intestinal tract and Venereal diseases including syphilis.

**In Massage Parlour column do not accept inappropriate language like**

- Ads of Beauty Parlour & Massage Parlour etc. not accepted without
  - Phone number. & Postal address & ID proof is must.
  - \*\* All such ads should be published in only one header  
"Health & Physical Fitness category"

**Guidelines for Astrology ads**

- The ad has to be simple mentioning about palmistry, gemology or Reiki.
- No other promises such as definite results, magical recovery or solving problems, 100% guaranteed results, will not be accepted.
- Words such as amazing remedies, black magic/ Tantrik, guaranteed results, childlessness', evil spirits, marriage, divorce, career, prosperity, business, love, finance, all problems solved cannot be accepted.

**Overseas Appointment Advertisements**

Rules and regulations that are to be adhered to as  
per the Ministry of Labour notification.

As per Section 16 of the Emigration Act,1983, no employer can recruit any citizen of India for employment in any country or place outside India except  
(a) through a recruiting agent competent under the Act to make such recruitment, or  
(b) in accordance with a valid permit issued in this behalf.

Thus, only registered Recruiting Agents and foreign employers with valid permit are allowed to recruit Indian citizens for overseas employment.

It is mandatory for the Registered Recruiting Agents to display their registration certificate number while inserting advertisement for recruitment. Similarly foreign employers will also have to indicate permit number while inserting advertisements.

#### **Basic principles that we as a publication would adhere to**

- The advertisements from Recruiting Agents must incorporate the registration number and postal address of the agent in its RO.
- In case of Foreign Employers the advertisements must carry the name and postal address of the employer. But in cases where the client wants to keep confidentiality in the ad, we must keep all the details (Name, Address, Phone number) on original letterhead / document from the client in our records, so that it can be produced in the event of an inquiry from the Government.
- In an event when the advertisements has been placed by the HR Consultants and they refuse to furnish details of clients to us due to confidentiality reasons, in such cases need to be ratified from the Legal Department. This clause will be an exception for the consultants such as ABC Consultants, Ernst & Young, Stanton Chase, Mafoi Consultants, A F Fergusson, Hewitt Associates, Omam Consultants, Personnel Network, PWC, Synergy Consultants as they will be notified that they will be solely responsible in case of an inquiry.

#### **Libellous advertisement**

We must not publish any advertisement containing defamatory statement against any person or photograph of a person without consent of such person.

#### **Infant Milk Substitutes –Regulation of Production, Supply & distribution Act, 1992**

We must not publish any advertisement of infant milk substitutes feeding bottles or infant foods.

#### **Medical Termination of Pregnancy Act 1971**

Hospitals / Clinics should provide certificate of approval by the Govt for advertising Medical Termination of Pregnancy.

#### **The Prize Competitions Act 1955**

- Do not publish ads relating to Prize Competition whether called a crossword prize competition, missing-word prize, a picture prize competition.

### **The Indecent representation of Women (Prohibition) Act 1986**

Do not publish any advertisements containing indecent depiction of the figure of a woman

### **The Emblems and Names (Prevention of Improper Use) Act 1950**

- Ads carrying an outdated / erroneous map of India or national emblem viz. Ashoka Chakra or Dharma Chakra, Lion, National Flag, National Bird.  
If some matter is super-imposed on the map or the map is incomplete in any minor respect, such ads should carry in fine print the following disclaimer – “ This pictorial representation of Map of India does not purport to be the political map of India”
- Ads carrying National Flag, Emblem, name or official seal of the Govt. of India, President, Governor, Republic / Union of India, Bharat Scouts and Guides, Tuberculosis Association of India.
- Name, Emblem or official seal of United Nations Organisation, World Health Organisation, UNESCO, World Meteorological Organisation, International Atomic Energy Agency, International Criminal Police Organisation, International Civil Aviation Organisation, International Olympic Committee consisting of five interlaced rings.
- The word “Interpol” which is an integral part of the International Criminal Police Organization.

### **The Emblems and Name**

- The name of Parliament or Legislature of any State/ Supreme Court/ State High Court/ Central/ State Secretariat/ any Govt. office or pictorial representation of any of these institutions.
- The medals, badges or decorations instituted by the Govt. from time to time or the miniatures/ replicas/names of the aforesaid.
- The name and emblem of the Rama Krishna Math and Ramakrishna Mission consisting of a Swan floating on waters, with a lotus in the foreground and the rising sun in the background, the whole being encircled by a hooded serpent, with the words superimposed on the bottom portion.
- The name and emblem of the Sri Sarada Math and Ramakrishna Sarada Mission consisting of a Swan (facing right) floating on waters, with a lotus in the foreground and the rising sun in the background, the whole being encircled by a wild serpent (facing right), with the words superimposed on the bottom portion.

## **Ad Ops : Checks & Controls**

Advertisement Material/creative

### **Existing**

In case of detection of red flag category cases for all Ads & MMIs, AdOps team follows these steps:

- Escalate to AdOps Head
- Align concern MM team Head for rectification/correction.
- Paralelly, share the case with CRO & ED for seeking inputs/suggestions.
- If advised, seek legal opinion on the case.
- Share the advice as received above, with MM team & Agency for material correction.

### **Additional control points proposed with immediate effect;**

- For Maps of India/any country:
  - Verify Map material received with Survey of India Map (for India) or any other source recommended by Legal.
- In case of MMIs received from 3<sup>rd</sup> parties:
  - Ensure initiating MM officer (domestic or international) conducts preliminary checks on the material before sending to AdOps.
  - In case of specific doubts, AdOps to seek opinion from Editorial & Legal teams, as the case may be.

Annexure 1

Below listed ad categories are already in existing practice

1. **Obesity**
2. **Medical – related with BP, Sugar, Sexual enhancement etc ( under Drug & Magical remedies Act )**
3. **President, PM or any minister’s pictures in commercial ad for any inauguration, launch, invitation to event etc. ensure to obtain any substantial relevant paper, permission or acceptance letter**
4. **Indian or International Flags and State Emblem**
5. **Currency Notes**
6. **Map of India or any country –**
  - **Verify Map material received with Survey of India Map (for India) or any other source recommended by Legal Dept.for India or other countries.**
  - **Include Foot Note saying : Map Not to Scale, only for depiction/ representation purposes**
7. Lingerie ads...which are bold / obscene
8. 3<sup>rd</sup> party logo in Govt ads
9. Legal Notices...with relevant documents
10. Political ads
11. Ads which may hurt religious sentiments
12. Defamation ads
13. Surrogate ads – liquor etc
14. Claiming – guarantee 100% either for placement , job, examination result etc...should be changed to ‘assure or assurance’
15. Tantra-mantra
16. MMI...point & fonts must be different than of HT & HH edit family
17. Dealer panel
18. Rate applicable – Commercial or DAVP
19. ADVERTISEMENT/Vigyapan to be written in text heavy creative ( in 12 point size )
20. Border around creative
21. Spiritual Guru’s...conventions where they claim & display pics with international leaders etc. ensure to obtain any substantial relevant paper, permission or acceptance letter
22. Ads pertaining to sex detection or IVF.

Ad categories high-lighted in red & bold are on ‘high alert ‘.