

**DIRECTORATE OF PUBLICITY AND PUBLIC RELATIONS  
CUSTOMS & CENTRAL EXCISE  
CENTRAL REVENUE BUILDING  
NEW DELHI - 110 109.**

F.No.DP/PUB/24/11 | 1723

**Dated the 22nd February, 2011.**

To

Savvy Soumya Misra,  
Assistant Coordinator (Food Safety & Toxins),  
Centre for Science & Environment,  
41, Tughlakabad Institutional Area,  
New Delhi - 110062

**Sub: Advertisement published by the Central Excise department in leading dailies.**

Madam,

Please refer to your letter No. Nil dated Nil received by fax on 21.02.2011 on the above subject, and to state as follows.

It would be evident from the text of the advertisement that the emphasis is on payment of Central Excise Duty and not on drinking aerated drinks. In fact this advertisement is part of a series of print ads to promote voluntary compliance where duties of Central Excise and Service Tax are concerned to inculcate awareness of the benefits accruing from proper payment of taxes. The text in no way eulogizes drinking of aerated water. It would, therefore, not be correct to say that the advertisement "makes it look that by drinking aerated drinks consumers are doing a great social service", as has been said in your letter. It may also be not lost sight of that aerated drinks though harmful for health have not been banned by the Government. Therefore, it is our considered view that the advertisement referred to does not violate any rule or principle.

However, the continuance of this advertisement is being reconsidered in view of the sensitivity expressed in your letter.

Yours faithfully,



**(B.VANI)**

**Inspector(Publicity)**