



# The Advertising Standards Council of India

## Application for Membership

To \_\_\_\_\_ (Please type or write in block capital letters)  
The Chairman, Board of Governors  
The Advertising Standards Council of India  
717/B, Aarus Chambers, S S Amrutwar Marg,  
Worli, Mumbai 400018.

Date \_\_\_\_\_

We wish to apply for the Membership of **The Advertising Standards Council of India (ASCI)**

**Name of Organisation:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**PAN:** \_\_\_\_\_ **GST No.:** \_\_\_\_\_ **TAN:** \_\_\_\_\_

**Nature of Business:** \_\_\_\_\_

We note that there are four categories of Membership:

- (A) **Advertisers:** Advertisers of goods and/or services in Newspapers, Periodicals, Television, Radio, Outdoor, Internet or any other media.
- (B) **Media:** Releasing advertisements of goods and/or services in Newspapers, Periodicals, Television, Radio, Outdoor, Internet or any other Media.
- (C) **Advertising Agencies:** Advertising and Media agencies
- (D) **Other Members:** Organizations and Consultants involved in Market Research, Public Relations, Management Education, Media, Marketing, Advertising Production and such other types of allied and ancillary trades and professions that assist in the creation, placement or release of advertising.

We come under \_\_\_ category. We have noted that the entrance fees is Rs. 2,500/- (plus applicable Tax). We note that the annual subscription applicable to our category as per the scale on the reverse of this form is Rs. \_\_\_\_\_ (plus applicable Tax). The entrance fee and annual subscription can be paid by cheque/demand draft for Rs. \_\_\_\_\_ being the entrance fee and annual subscription including applicable tax.

We wish to nominate our Representative as follows:

**Name of the Representative (\*):** \_\_\_\_\_ **E-mail** \_\_\_\_\_

**Designation or title:** \_\_\_\_\_ **Mobile no.** \_\_\_\_\_

**Address:** \_\_\_\_\_

(\* (Article 6(b) of the Articles of Association states: "Such nominee or representative in the case of a Company shall be either one of its Directors or a Senior Manager and in case of a firm, a Partner or a Senior Manager and in case of an association a Senior Office Bearer or Manager").

We hereby authorise the ASCI to enroll us as a member and we agree to abide by the Memorandum and Articles of Association and also abide by all the recommendations of the Consumer Complaints Council (CCC) / Fast Track Complaints Panel (FTCP) / Independent Review Process (IRP) / Re-examination Procedure of The Advertising Standards Council of India.

**Name:** \_\_\_\_\_

**Designation:** \_\_\_\_\_

**Signature and Company Seal:** \_\_\_\_\_

**NOTE: Membership is subject to approval by the Board of Governors of ASCI**

## **SCALE OF FEES – F.Y. 2018-19**

Entrance fee for all categories of members is Rs. 2,500/- (plus applicable Tax). In addition, the following annual subscription is payable to, "**The Advertising Standards Council of India**"

	Annual Subscription Rs.	GST 18% Rs.	Total Rs.
<b><u>Category - A : Advertiser - Advertising Expenditure (Annual)</u></b>			
○ Upto Rs. 5 crores	16,500	2,970	19,470
○ Over Rs.5 crores upto Rs.10 crores	44,000	7,920	51,920
○ Over Rs.10 crores upto Rs.50 crores	71,500	12,870	84,370
○ Over Rs.50 crores upto Rs.100	1,21,000	21,780	1,42,780
○ Over Rs.100 crores upto Rs.250 crores	2,30,000	41,400	2,71,400
○ Over Rs.250 crores upto Rs.1,000 crores	3,16,000	56,880	3,72,880
○ Over Rs. 1000 crores	4,31,000	77,580	5,08,580
<b><u>Category - B : Media - Turnover (Annual)</u></b>			
○ Upto Rs.5 crores	8,500	1,530	10,030
○ Over Rs.5 crores upto Rs.20 crores	27,500	4,950	32,450
○ Over Rs.20 crores upto Rs.50 crores	58,000	10,440	68,440
○ Over Rs.50 crores upto Rs.200 crores	69,000	12,420	81,420
○ Over Rs.200 crores upto Rs.300 crores	1,44,000	25,920	1,69,920
○ Over Rs.300 crores upto Rs.500 crores	2,30,000	41,400	2,71,400
○ Over Rs.500 crores upto Rs.3000 crores	2,87,500	51,750	3,39,250
○ Over Rs.3000 crores upto Rs. 4000 crores	3,45,000	62,100	4,07,100
○ Over Rs.4000 crores	4,02,500	72,450	4,74,950
<b><u>Category - C : Advertising Agency - Revenue (Annual)</u></b>			
○ Upto Rs. 10 crores	8,500	1,530	10,030
○ Over Rs. 10 crores upto Rs. 30 crores	33,000	5,940	38,940
○ Over Rs. 30 crores upto Rs. 50 crores	66,000	11,880	77,880
○ Over Rs. 50 crores upto Rs. 100 crores	1,03,000	18,540	1,21,540
○ Over Rs. 100 crores upto Rs. 200 crores	1,29,500	23,310	1,52,810
○ Over Rs. 200 crores upto Rs. 300 crores	2,16,000	38,880	2,54,880
○ Over Rs. 300 crores	2,59,000	46,620	3,05,620
<b><u>Category - D : Allied Professions - Turnover (Annual)</u></b>			
○ Upto Rs. 5 crores	5,500	990	6,490
○ Over Rs. 5 crores upto Rs. 25	8,500	1,530	10,030
○ Over Rs. 25 crores upto Rs. 50	21,000	3,780	24,780
○ Over Rs. 50 crores upto Rs. 100	41,500	7,470	48,970
○ Over Rs. 100 crores upto Rs. 200	82,500	14,850	97,350
○ Over Rs. 200 crores	1,15,000	20,700	1,35,700

**Note :**

- 1.Membership applied for any time during the year will become due for renewal from 1<sup>st</sup> April of the following year.
- 2.New membership applied after 30<sup>th</sup> September, will have to pay 50% of the applicable subscription fees for that accounting year ending on 31<sup>st</sup> March.