Circular No.: MCX/MEM/633/2022 November 07, 2022

Guidelines to determine celebrity status for the purpose of issuing advertisements

This is further to the Exchange Circular no. MCX/MEM/184/2017 dated June 16, 2017 wherein Members were informed guidelines to determine celebrity status as prescribed by SEBI under Code of Advertisement and further informing that 'No celebrities shall form a part of the advertisement / material'.

SEBI has now further provided the following guidelines vide its communication dated October 27, 2022 to determine the Celebrity status for the purpose of issuing advertisements:

1.1 The expression 'Celebrity' means and includes any person:–

a. who features in the Top 50 rankings in any celebrity index published by a national publication of repute which is publicly available. The celebrity index should be latest available or at the most one-year-old.

b. who has played lead role or one of the lead roles in any mainstream / prominent / popular movies / TV serials/ TV shows/ web series on any of the OTT platforms.

c. who is an Influencer with more than 10 lacs followers / subscribers (per social media handle) on any social media platform that include but not limited to Youtube, Instagram, Facebook, Twitter, etc.

d. who being a sportsperson has been part of National team of the country to which he belongs or has represented his country in international tournaments / events such as Olympic Games, Asian Games, Commonwealth Games or popular sport events telecast on television like kabaddi, Cricket IPL, etc. or competitive games at international level for that given sport, etc.

e. 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 at least for one season or for a minimum of 10 episodes, as the case may be.

f. who was / has been winner or runner-up in any prominent / popular competitive program aired on TV / OTT platform or any other prominent personality who has gone through a series of qualifying rounds (for elimination of competitors) which may be known as qualifying round, quarter finals, semi-finals and finals or by any other names.

g. who is a virtual character (fictional computer generated 'people' or avatars who have the realistic characteristics, features and personalities of humans) that bears influence on their audience / followers.

h. who in the view of Exchange is capable of influencing the opinion of viewers of the advertisement.

1.2 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.

Members are requested to take note of the same.

Chirag Sodawaterwalla
AVP – Membership

Kindly contact Customer Service Team on 022-66494040 or send an email at customersupport@mcxindia.com for any clarification.