

**ADV**

(Note under paragraph 6 E.1 and paragraph 8 C.2)

**Application for remittance on account of  
advertisement on Overseas Television (TV) media**

**Instructions:**

1. *The application should be completed in duplicate and submitted to :*
  - (a) *the concerned authorised dealer, if the remittance is desired to be made out of funds held in EEFC account,*
  - (b) *the concerned Office of Reserve Bank through an approved agent of overseas T.V. media in other cases.*
2. *Before forwarding an application to Reserve Bank, the local agent of the overseas company must properly scrutinise it to ensure that it is complete in all respects.*

**Documentation:**

3. **Form A2 duly filled in and signed by the applicants must be furnished.**
4. **Bank certificates in support of exports earnings during the previous 2 years.**
5. **Text/Brief description of the advertisement.**
6. **Original final bill/invoice from the overseas T.V. company alongwith their confirmation that the advertisement has already been telecast on their media.**

7. Income-tax clearance/No objection certificate from Income-tax authorities.

1.	Name and address of the applicant firm/company							
2.	Nature of the business of the the applicant firm/company							
3.	Details of export earnings during the previous 2 years)	<table border="1"> <thead> <tr> <th><u>Year</u></th> <th><u>Total(Rs.in lakhs)</u></th> </tr> </thead> <tbody> <tr> <td>1)</td> <td></td> </tr> <tr> <td>2)</td> <td></td> </tr> </tbody> </table>	<u>Year</u>	<u>Total(Rs.in lakhs)</u>	1)		2)	
<u>Year</u>	<u>Total(Rs.in lakhs)</u>							
1)								
2)								
4.	Name and address of the overseas T.V. media through which the advertisement will be given							
5.	Text/brief description of the advertisement							
6.	Cost of advertisement Less Agent's commission Net amount to be remitted							
7.	Name and address of the bankers of the firm/company through which the remittance is desired to be made							
8.	Any other relevant information							

We hereby declare that the advertisement is aimed at promoting our exports and that the above particulars are true and correct. We also declare that we have not made any other application to any other office of the Reserve Bank for the same purpose.

Place: .....  
Date: .....  
Stamp  
Name: .....  
Designation.....

.....  
(Signature of Applicant/Authorised Official)

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**(To be completed by the local agent of the overseas T.V. media)\***

Certified that the application and documents submitted are in accordance with the arrangements approved by Reserve Bank vide its letter No..... dated ..... and are in order.

Place: .....  
Date: .....  
Stamp  
Name: .....  
Designation.....  
Name and address : .....  
of the local agent.....

.....  
(Signature of Applicant/Authorised Official)

\* Not necessary where the remittance is being made out of funds held in EEFC account.