भारत निर्वाचन आयोग
Election Commission of India

निर्वाचन सदन
Nirvachan Sadan,
अशोक रोड, नई दिल्ली-110001
Ashoka Road, New Delhi-110001

No. 491/MCMC/2/2026/Communication

Dated: 19.03.2026

To

The Chief Electoral Officer of
Assam, Kerala, Tamil Nadu, Puducherry and West Bengal.

Subject: - General election to Legislative Assemblies of Assam, Kerala, Tamil Nadu, Puducherry and West Bengal, 2026 – Pre-certification of Political Advertisements in Print Media on the day of poll & one day prior to poll – reg.

Sir/Madam,

I am directed to state that instances of advertisements of offending and misleading nature published in print media have been brought to the notice of the Commission in the past. Such advertisements in the last stage of the election vitiate the entire election process. The affected candidates and parties will not have any opportunity of providing clarification/rebuttal in such cases.

2. In order to ensure that such instances are not repeated, and no untoward incident takes place because of any inflammatory, misleading or hate advertisements, the Commission, in exercise of its powers under Article 324 of the Constitution and all other powers enabling it in this behalf, hereby directs that **no** Political Party or Candidate or any other Organization or Person shall publish any Advertisement in the print media **on poll day and one day prior to poll day**, unless the contents of political advertisements are got Pre-certified by them from the MCMC Committee at the State/District level, as the case may be. This will apply in the case of political advertisements to be published in the print media in circulation in the State/UT going to poll as given below:

State/UT	Phase - Date of Poll	Restricted Days (Poll day & one day prior to poll day)
Assam, Kerala, Puducherry	09.04.2026	08.04.2026 & 09.04.2026
Tamil Nadu	23.04.2026	22.04.2026 & 23.04.2026
West Bengal	23.04.2026 (Phase I) 29.04.2026 (Phase II)	22.04.2026 & 23.04.2026 (Phase I) 28.04.2026 & 29.04.2026 (Phase II)

3. It is also informed that the applicants mentioned in Para 2 above shall have to apply to MCMC not later than 02(two) days prior to the proposed date of publication of advertisement.

4. It is further directed that in order to facilitate the process of pre-certification of the newspaper advertisements and as instructed above, MCMC at State/district level be immediately alerted and activated in order to examine and pre-certify all such advertisements received from the political parties and candidates and others. It should also be ensured that the decision by MCMC is made expeditiously.

5. The above direction of the Commission may be brought to the notice of Presidents of all political parties, contesting candidates and Newspapers in the State/UT and also given wide publicity to all Media of Mass Communication for general information and strict compliance.

6. These directions shall come into force immediately.

7. A copy of the instruction issued in this behalf may be endorsed to the Commission urgently.

Yours faithfully,

(BREJESH KUMAR)
UNDER SECRETARY
011-23052013