



Union I&B Secretary delivers keynote address at AdTrust Summit 2026, Calls for Responsible and Trusted Advertising Ecosystem

Safeguard audience trust by maintaining authenticity and avoid misleading promotions, urges I&B Secretary

Ad Law Compendium Launched at AdTrust Summit 2026 to Promote Awareness and Compliance in Advertising

Posted On: 18 MAR 2026 4:22PM by PIB Mumbai

Mumbai, 18 March 2026

“Advertising must build trust, not just reach,” said Shri Sanjay Jaju, Secretary, Ministry of Information & Broadcasting, while delivering the keynote address at the AdTrust Summit 2026 in Mumbai today. The Union I&B Secretary underlined the urgent need for a responsible, transparent, and credible advertising ecosystem in India, especially as the sector grows in scale, complexity and influence. Shri Jaju emphasized that while the sector should continue to grow, there must also be accountability, especially in the digital space. The I&B Ministry’s approach is focused on building trust, supporting growth and ensuring responsibility, he added.



The first edition of AdTrust Summit 2026, organized by the Advertising Standards Council of India (ASCI) brought together representatives from advertising, media, technology, and government sectors to deliberate on key issues related to responsible advertising. The discussions focused on emerging trends, legal frameworks, and the impact of new technologies on advertising practices.

Speaking at the summit, Shri Jaju noted that advertising is more than a commercial activity which shapes markets, builds brands, informs consumers, signals culture, and influences aspirations. In a large and fast-digitising country like India, advertising has become a crucial driver of innovation, economic activity, content creation, and inclusion. Digital platforms and artificial intelligence now enable brands, startups, local businesses, and creators to reach audiences at scale, lowering entry barriers and expanding participation.

At the same time, Shri Jaju also cautioned about the risks associated with digital advertising, including financial scams, misleading investment promotions, and fraudulent job offers, which often target vulnerable populations. He stressed that while commercial speech is part of freedom of expression, misleading and deceptive advertisements could be and should be regulated.

The key discussions in the summit included emerging issues such as the role of AI in advertising, deepfakes, dark patterns, and the rising trend of anti-influencer marketing. Shri Jaju urged advertisers to focus on credibility alongside reach, and creators and influencers to safeguard audience trust by maintaining authenticity and avoiding misleading promotions.

Shri Jaju further outlined the five key principles for responsible advertising, which are i) Truthfulness must remain non-negotiable in all communications, ii) Transparency is essential in identifying advertisements, sponsorships, and promotional relationships, iii) Responsibility should guide the design and delivery of

all content, iv) Protection of vulnerable groups, particularly children, must be prioritised, v) Innovation with accountability should ensure that technological and creative advances strengthen trust rather than undermine it.

In course of the summit, Shri Sanjay Jaju, along with Ms. Manisha Kapoor, Secretary General & CEO, ASCI, Mr. Sam Balsara, Chairman, Madison, Mr. Sudhanshu Vats, Chairman, ASCI & MD, Pidilite Industries, Mr. Praveen Tripathi, Board Member, ASCI and Mr. Ishan Johri & Ms. Tanu Banerjee, Partners, Khaitan & Co, jointly launched the Ad Law Compendium. It will serve as a practical guide on advertising laws and regulations designed to promote greater awareness, understanding, and compliance across the industry.



The Union I&B Secretary also held a meeting with stakeholders from the advertising industry, including the leadership of ASCI, marketers, digital platforms, and members of the legal fraternity.

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