

Copy of letter No.34347/Advt./96-2 dated 12.2.2002 from
the Secretary to Government, Government of Tamil Nadu,
Information & Tourism (Adv.) Department, Secretariat,
Chennai 600 009 addressed to all Departments of Secretariat,
All Heads of Departments. xx xx

Sir,

Sub: Advertisement - Information and Tourism Department -
Release of Government advertisements to newspaper
through Government approved advertising agencies -
Collection of service tax by Advertising agencies
from Government Department - permitted.

Ref: Govt. Ir. No. 34347/Advt/96-1 Information and Tourism
Department dated 12.2.2002.

I am directed to state that in the letter cited, the
Government approved advertising agencies have been permitted
to collect service tax at the rate as applicable every year on
the value of taxable service, with effect from the date of
issue of this letter, from the Government Departments for the
Advertisements released by them. The service tax will be worked
out as follows:-

"Service Tax shall be paid at a rate as may be specified
by the Government of India from time to time. In relation to
advertising agency, the service tax is to be computed on the gross
amount charged by the advertising agency from the client for
services in relation to advertisements, this would include the
gross amount charged by the agency from the client for making or
preparing the advertisements on a job, irrespective of the fact
that the advertising agency directly undertake the making or
preparation of advertisement or gets it done through another
person".

2. I am to request you to pay the service tax claim of the
advertising agencies in their bill for the Government advertise-
ment released by them.

3. This letter issued with the concurrence of Finance and
Finance (BP) Department, vide their O.O. No. 92 /DS(AM)/-1/2000,
dt. 27.4.2000 and O.O. No. 110 AD(M)/BID/001 dt. 20.4.2001
respectively.

4. The receipt of this letter may be acknowledged early.

Yours faithfully,
S/-xxx
for Secretary to Government.

xxxx

/true copy/

DA

Copy of letter No. 34247/Advt./20-1 dated 12.2.2002 from the Secretary to Government, Government of Tamilnadu, Information & Tourism (Advt.) Department, Secretariat, Chennai - 600 009 addressed to all Approved Advertising Agencies.

Sir,

Sub: Advertisements - Information and Tourism Department - Release of Government advertisements to newspaper through Government approved advertising agencies - Collection of Service Tax by Advertising agencies from Government Department - permitted.

I am directed to state that the advertising agencies in the approved list of Director of Information and Public Relations are permitted to collect the service Tax as applicable in the Finance (No.2) Act, 1996, on the Agency Commission and the amount charged for making or preparing the advertisement from Government Departments/Corporations/Government Undertakings etc., for the Government advertisements released, with effect from the date of issue of this letter. The service tax among others, may be included in the bills at the time of claiming the cost of advertisement.

2. This letter issued with the concurrence of Finance and Finance Department, vide their U.O.No.92/BS(SA)/MT/2000, dt.27.4.2000 and U. No.116 AD(MA)/BS/2001 dt.30.1.2001 respectively.

3. The receipt of this letter may be acknowledged.

Yours faithfully,
sd/-xx
for secretary to Government

Copy to
All Departments of Secretariat
All Heads of Departments
XX XX

Office of the Executive Engineer, S.O., P.D.,
Adayar Basin Division, Nagercoil.

Lr.No.3590/2002/Ad/dt. 28.6.2002.

Copy of letter forwarded to all Sub Divisional Officer's for necessary action.

sd/-A. David Marikan 28/6
Executive Engineer, S.O., P.D.,
Adayar Basin Division, Nagercoil.

Copy to D.A.O.

/s. of D.O./

S. J. Sams
Divisional Accounts Officer.
29.7.02