

**ELECTION COMMISSION OF INDIA**  
Nirvachan Sadan, Ashoka Road, New Delhi-110001

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No.76/.2009/SDR/

Dated : 28<sup>th</sup> January, 2009

To

The President/General Secretary of  
All recognized National and State political parties.

**Sub: Election related advertisements of political parties- effect on account of election expenses of individual candidates.**

Sir,

Reference is invited to the Commission's letter No. 76/2007/JS-II, dated 29<sup>th</sup> March, 2007 (copy enclosed), on the subject of election expenditure of candidate.

In the above referred letter dated 29<sup>th</sup> March, 2007, it was clarified that expenditure incurred by the political parties which is relatable to the election of a particular candidate or a group of candidates shall be treated as expenditure authorized by the candidates concerned and the same should be accounted for in the election expenses accounts of the candidates concerned. It is seen that, as part of propaganda/advertisement, the political parties put up advertisement hoardings with photographs of party functionaries/leaders. In such cases, it is clarified that when such advertisement material containing reference to or photograph of particular party leaders are put up in the area falling within the constituencies where such leaders are themselves candidates contesting election, the expenditure on such material appearing within the constituencies concerned will be booked to their election expenses account for the purposes of Sections 77 and 78 of the Representation of the People Act, 1951. This position may be made clear to all candidates of the party and to the cadres of the party at all levels.

Yours faithfully,

(K.F.WILFRED)  
SECRETARY

Copy to the Chief Electoral Officers of all States and U.T.s with the request to furnish a copy of this letter to each of the political parties based in the State.