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## **COUNCIL GUIDELINES FOR ADVERTISEMENT, 2025 FOR THE MEMBERS IN PRACTICE**

*(Issued pursuant to clause [7] part I of the First Schedule to  
The Cost Accountants Act, 1959)*

### **1. Short Title, Commencement and Applicability**

- (i) These Guidelines are called the “Guidelines for Advertisement for the members in practice”
- (ii) These guidelines are applicable to the firms as defined in section 2(ea) of the Cost Accountants Act, 1959 as amended from time to time.
- (iii) These guidelines shall be effective from the date of its notification in the gazette of India.

### **2. Key Definitions**

For the purpose of these Guidelines:

- (i) “**Act**” means the Cost Accountants Act, 1959 (No. 23 of 1959).
- (ii) “**Firm**” / “**CMA Firm**” shall have the meaning assigned to it in section 2(ea) of the Act.
- (iii) “**Institute**” or “**ICMAI**” shall mean the Institute of Cost Accountants of India constituted by The Institute of Cost Accountants Act 1959 (23 of 1959).
- (iv) “**Write-up**” means any content, material, or communication, whether written, printed, electronic, digital, audio, or visual in nature, that is created, issued, or used by the firm, and which is prepared in compliance with these guidelines.

*(The terms not defined herein have the same meaning as assigned to them in the Cost Accountants Act, 1959 and the Rules, Regulations and Guidelines made there under.)*

### **3. General Guidelines for the Write-up**

- (i) It shall be honest and truthful.
- (ii) There shall be no exaggerated claims for the services offered by the Firms, or the qualifications or experience of the *proprietor* or any of the partner or employee or any other person associated with the Firm.
- (iii) *It must* not make any disparaging references or unsubstantiated comparisons to the work of others.

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- (iv) It may contain testimonials or endorsements from clients subject to compliance with other guidelines and with prior written approval from the client. No testimonials or endorsements are permitted with respect to Statutory Audit & Assurance services rendered by the firm.
  - (v) It should not mention fees charged. However, the fees charged may be disclosed only where it is required by a regulator, whether or not constituted under a statute, in India or outside India, provided that such disclosure is only to the extent of requirement of the regulator and is made only till such period that the member works under the purview of such Regulator/ such requirements of the Regulator are in force. Where such disclosure of fees charged is made, the member/ firm shall ensure that it is mentioned, below such disclosure itself, that “This disclosure is in terms of the requirement of [name of the regulator] having jurisdiction in [name of the country/ area where such regulator has jurisdiction] vide [Rule/ Directive etc. under which the disclosure is required by the Regulator].
  - (vi) It should not contain any information about awards (except the awards given by the Central or State Governments or Regulatory or statutory bodies) or any other position held, or accreditation(s) granted by any organisation (except by any Central or State Governments or Regulatory or statutory bodies).
  - (vii) Display of photographs of partners/proprietor/employees of the Firm/ Network of firms registered with ICMAI and photo gallery of professional event(s) organized by the firm registered with ICMAI or any professional event(s) where lecture/address is delivered by the partners / proprietor/employees of the Firm is permitted.
  - (viii) It must include only material that has professional relevance.
  - (ix) It shall mention affiliation of the firm with any Network/Alliance of firms whether registered with the Institute or not.
  - (x) It should not be of the nature that may bring the profession into disrepute.
  - (xi) It must not be violative of any provision of the Cost Accountants Act, 1959, the rules framed under the Act, and the Cost Accountants Regulations, 1959.
  - (xii) The Institute of Cost Accountants of India may issue a reasoned directive for removal or withdrawal of the whole write-up or of any part(s) thereof.

#### **4. Permitted activities for the Advertisement**

- (i) The firms may undertake various forms of advertising provided they remain within the scope of these Guidelines.

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- (ii) Firms may display the professional services that they offer in advertisement and may create a visual identity in accordance with the Guidelines.
  - (iii) Firms are permitted to showcase the location and décor of their workplace, including meeting rooms and may display their firm's name, logo or other approved identity markers on uniforms, office premises, stationery, equipment and training materials, website, social media handles.
  - (iv) Firms may issue professional updates or write-ups through any medium.
  - (v) Members in practice may appear on radio, television, or similar platforms and may display their firm's details.
  - (vi) Member in practice are also free to deliver lectures or speeches at seminars, conferences, training programmes, workshops, conventions, or any other professional gatherings organized by any forum and may display their firm's details.
  - (vii) Firms may organize their own professional seminars, conferences, and workshops and may also sponsor events, whether cultural, professional or community-oriented or participate in voluntary activities for charitable organizations.
  - (viii) Firms may use social media platforms such as Facebook, Instagram, LinkedIn, Twitter, YouTube, WeChat, Telegram, WhatsApp, or any other platform of a similar nature for professional communication and visibility.
  - (ix) Firms may display the names of their clients and the assignments they have handled in their Write-up subject to the prior written approval of the respective client.
  - (x) Firms may use the logos of the clients they have served, provided such use is not prohibited by any applicable law and they hold valid appointment letters or other documents evidencing their engagement for professional services with those clients and a written consent from their clients.
  - (xi) Firms may adopt Pull as well as Push technology for advertisement. However, for services which are exclusively reserved for Cost Accountants, only Pull model is permitted. This will ensure that any person who wishes to locate the exclusive services of Cost Accountants firms would have access to the information only on the basis of a specific pull request.
  - (xii) The social media handle including the website address of the Firm should be as near as possible to the Firm name registered with ICMAI or name of Network / Alliance of firms whether registered with the Institute or not of which the Firm is a part of. But it should not amount to soliciting clients or professional work or advertising of professional attainments or services.

## **5. Restrictions on the Write-up/Advertisement**

- (i) It must not contain any false, misleading, indecent, sensational, or otherwise inappropriate content that may bring disrepute to the profession or to the Institute.
- (ii) It must not claim, directly or indirectly, that a Cost Accountant is superior to others, nor may they contain fabricated or untrue testimonials or endorsements.
- (iii) Member in practice must not refer to themselves using expressions such as “specialist” or “expert,” and must not present their services as being of higher quality than those provided by other professionals.
- (iv) It must not guarantee, warrant, or predict the results of any professional assignment and must not suggest that fees are contingent upon the outcome of a service or that fees will be waived if the desired result is not achieved. It must not mention past results in a manner that implies guaranteed future outcomes.
- (v) It must not be designed to unduly please customers in a way that could mislead or harm them or any third parties.
- (vi) Humorous slogans must not be used under any circumstances.
- (vii) It must not disclose any confidential information or any information that will be detrimental to the interest of the client.
- (viii) It must not falsely claim any qualification for any of their team members.
- (ix) It must not claim any individual or entity to be part of their professional team unless a written permission is obtained from the individual or entity.
- (x) Any designation held in the Institute by the member shall not be used on the visiting card. The current or past designations of the member pertaining to the Institute can only be mentioned in the profile of the person.

## **6. Guidelines for use of Logo of the Institute**

- (i) Only the members of the Institute and the firms are permitted to use the designated logo of the institute, but they are prohibited from using the Emblem of the Institute.
- (ii) The logo of the institute may be displayed on the websites of the firm, as well as on letterheads, visiting cards, office stationery, name boards and any other branding materials, whether in print or electronic form.
- (iii) The logo shall not be altered, modified, distorted or integrated into any other logo or design element.

- (iv) Application of logo must not create any perception that the Institute endorses the quality, standards, utility, or assurance of services provided by the firm.
- (v) The Institute retains the right to monitor usage of the its logo at all times and may direct any member found in violation of these Guidelines to remove the logo immediately at the member's or firm's cost and responsibility.

## **7. Guidelines for application of the Firm Logo**

- (i) Firm may design their own firm's logo. The firm must ensure that the logo reflects the principles, professionalism and dignity of the CMA profession.
- (ii) The firm's logo must not be used in continuation with or placed above the Institute's logo and it must not be designed in a manner that creates the impression of a single combined logo.
- (iii) The firm must comply with all applicable ethical standards and any additional principles prescribed by the Institute from time to time. The design of the logo must also adhere to the provisions of the Cost Accountants Act and all other relevant laws.
- (iv) The Institute bears no responsibility for any legal or other consequences arising from the design or use of a firm's logo.
- (v) The Institute merely provides enabling provisions and members may use their firm logo at their discretion, subject to compliance with these Guidelines.
- (vi) Firm must not use the Logo or Emblem of the Institute as part of the Firm's Logo.
- (vii) Firm must not use Institute's vision statement, mission statement, in full or in part as part of the firm's logo.
- (viii) The Firm's logo must first be registered with the appropriate government authority. Subsequently, the logo shall be approved by the Institute. The firm may use the logo only after receiving written approval from the Institute.

## **8. Guidelines for Association with Aggregators**

- (i) Firms are prohibited from listing their services on aggregator websites or any other similar platforms. Firms must not enter into any form of association with aggregators operating online platforms that facilitate services or assignments involving certification or attestation, whether or not such services fall exclusively within the domain of Cost Accountants.
- (ii) Firms must not join or present themselves as members of any marketing association or similar organization that requires them to add individuals as part of its

membership structure or that requires the rendering of services not included within the scope defined under Section 2(2) of the Cost Accountants Act.

- (iii) Firms must also refrain from associating with, or appearing to associate with, any network system, whether paid or unpaid, based on referral mechanisms that enable members to exchange or share client referrals.

## 9. Online Third-Party Platforms

- (i) Many organisations have established their own websites and social media platforms for the purpose of providing advisory and consultancy services. No service other than consultancy or advisory services shall be rendered through such websites or social media platforms. Further, the website or social media platform shall not display the contact details of the concerned Cost Accountant, nor shall it contain any material that advertises, highlights, or promotes the professional achievements, status, or credentials of the Cost Accountant, except for a simple statement indicating that they are Cost Accountants. The name of the Cost Accountant's firm with the suffix 'Cost Accountants' shall not be permitted to be displayed on such platforms.

## 10. Website Disclaimer

- (i) Every Firm shall include a Statement of Responsibility and Disclaimer on their website on the following lines.

*Disclaimer: The contents or claims in the website issued by the firm are the sole and exclusive responsibility of the firm. The Institute of Cost Accountants of India does not own any responsibility whatsoever for such contents or claims by the firm.*

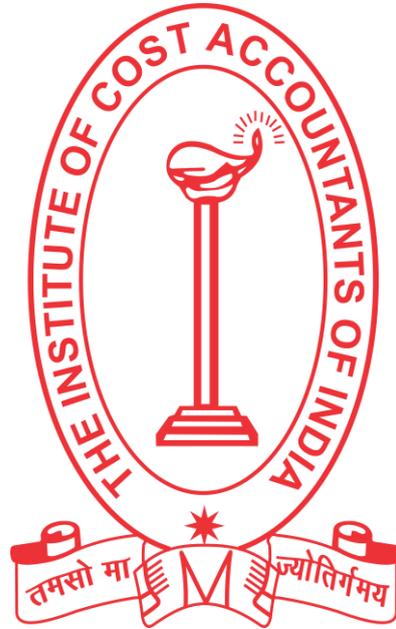
## 11. Consequences of Non-Compliance

- (i) Any violation of these Guidelines shall constitute professional misconduct, rendering the member liable to disciplinary action under the Cost Accountants Act, 1959.

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*Enclosed: Annexure containing ICMAI Emblem and Logo*

## ICMAI Emblem



## ICMAI Logo

