

Deepali Mehta

Circulars: Clarification in respect of advertising services provided to foreign clients – Circular No 230/24/2024 dated 11.09.2024: Issue 1 -Whether the advertising company can be considered as an “intermediary” between the foreign client and the media owners as per section 2(13) of IGST Act? The advertising agency, in this case, enters into two agreements: With the client located outside India for providing a one stop solution starting from designing the advertisement to its display in the media as agreed to with the client. The advertising company raises invoice to its foreign client for the above advertising services and the payments of the same is received from the foreign client in foreign exchange. With the media company to proc.....