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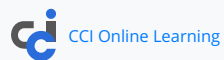
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Ranganath AAGJ (CA Final Student) 19 February 2008

Dear friends

Advertisement charges on auto has been billed by one of the client including KVAT. is this eligible to deduct TDS on this



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Srinivas Sharma KN (Tax Consultant) 20 February 2008

It does not matter where you advertise, but nature of payment is important. Further, if your client raised bill charging KV AT, it means he has charged for the material used only. However, it has to be debited to Advertisement and hence it is safe to deduct the tax.

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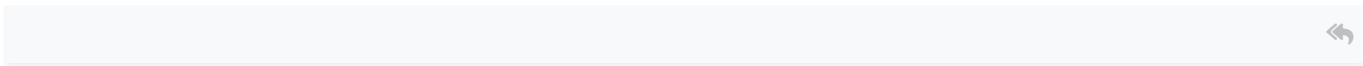
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•• [ankit goyal](#) (CA Final Student) [🕒 20 February 2008](#)

we would see the nature of payment. if nature of payment is such that advertisement expenses have been incurred then it will attract TDS u/s 192 C and you must see the amount of expenditure incurred



•• (Guest)

Sec 194C for contractos and subcontractors incl. advt contract



•• [CA. Kirti S. Ganatra](#) (Service) [🕒 28 February 2008](#)

Yes, TDS is to be deducted on whole amount.



•• [jtreddy](#) (articled student) [🕒 28 February 2008](#)

yes i agree with kirti.....



•• [CA. Gurdeep Singh Chawla](#) (C A) [🕒 28 February 2008](#)

Yes



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