

OFFICE OF THE COMMISSIONER OF CENTRAL EXCISE  
NO.1, WILLIAMS ROAD, CONTONMENT, TRICHIRAPPALLI-1.

Trade Notice No: 26 / 2003 STC

DATED: 11 -12-03

Sub: Clarification on the scope of the Service of "Event Management"-Reg.

Board's letter containing Circular No.68/17/2003,dated 28-11-2003 is Communicated herewith for information and necessary action.

The contents of the above Trade Notice may be brought to the knowledge of all constituent members of the Trade Association and Chamber of Commerce.

(Issued from File C.No. IV/16/901/2003-ST)

Attested

Sd/-  
( D.P.NAIDU)  
JOINT COMMISSIONER (T)

SUPERINTENDENT.

To  
The Mailing List I/II/III

COPY OF BOARD'S <b>CIRCULAR</b> NO 68/17/2003-ST,Dated:Nov28, <del>2003</del> is reproduced below:
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An issue has been raised whether a firm/person who are undertaking activities of organizing "Trade Fairs" and Exhibitions soliciting the participation from the trade and Industry and provides space or may in addition provide furniture, cabins, security, electricity, etc., and charge their customers accordingly fall within ambit of "Event Management" or not.

2. "Event Management" [Sec. 65(40)] means any person who is engaged in providing any service in relation to event management in any manner. Further, as per clarification issued by service tax Instruction F. No. B11/1/2002-TRU, dated 1-8-2002 that (a) An event manager is hired to execute an event such as product launch of any corporate, promotional activities, exhibitions and private functions, etc. Event Manager uses his expertise and ideas to manage an event; (b) Service Tax is not on Event as such but on the service provided for managing an event.

3. The above provisions & clarifications lead to one conclusion i.e. for occurrence of taxable event ' provision of event management service' , there has to be a sponsor at whose behest an event is organized and event manager, who organizes such services. Therefore, it is to clarify that service tax is not on the event but on the service provided on managing an event. Therefore in case where that event is organized / managed by the sponsor himself, no service tax is payable as "Event Management".