

ABSTRACT

LEGAL ETHICS : ADVOCATE'S RIGHT TO ADVERTISE IN INDIA

***HARSH ARYA¹**

Rule 36 of the Bar Council of India Rules prohibits legal professionals from advertising their services. The efficacy of this prohibition is called into question, considering the lax enforcement of the rules and no clear definition of an advertisement. An examination of the nature and scope of this prohibition is undertaken. The rules are also examined through a comparative study of other legal systems around the world. This article aims to identify whether Rule 36 will withstand constitutional scrutiny in India and if the legal profession is commercial in nature.

¹ Student, 9th Semester, B.B.A.,LL.B.(Hons.), Amity Law School, Noida, Uttar Pradesh