

1 **DEPARTMENT ADMINISTRATIVE ORDER NO. \_\_\_\_**  
2 **Series of 2024**

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4 **SUBJECT: OPERATIONALIZING THE BLANKET APPROVAL MECHANISM**  
5 **OF SALES PROMO PERMIT, AMENDING FOR THE PURPOSE**  
6 **DAO NO. 10-02, S. 2010 (DAO 10-02) AND DTI-DOH JOINT**  
7 **ADMINISTRATIVE ORDER NO. 01, S. 2000**  
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10 **WHEREAS**, Republic Act (RA) 7394 provides that “*No person shall conduct any*  
11 *sales campaigns, including beauty contest, national in character, sponsored and*  
12 *promoted by manufacturing enterprises without first securing a permit from the*  
13 *concerned department*”;

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15 **WHEREAS**, due to the effect of COVID-19 pandemic, and to expedite the issuance  
16 of Sales Promotion Permits in accordance with the mandate under RA 11032,  
17 otherwise known as “Ease of Doing Business and Efficient Government Service  
18 Delivery Act of 2018,” the DTI Fair Trade Enforcement Bureau (FTEB) has  
19 transitioned to online automated filing and processing of applications pertaining  
20 thereto through the Integrated Registration System (IRegIS). Thus, applications for  
21 sales promotion permits conducted within the National Capital Region and those  
22 of nationwide in scope have been shifted to online automated process via IRegIS;

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24 **WHEREAS**, consistent with Good Regulatory Practice, the Department is  
25 committed to reviewing, amending or modifying its rules and regulations or  
26 guidelines in order to balance the interest of the stakeholders without  
27 compromising consumer protection;

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29 **WHEREAS**, the DTI has recognized as early as 1993 that companies employ  
30 recurring schemes of promotions and that a blanket approval mechanism may be  
31 implemented under specific conditions as contemplated under DAO 10-02;

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33 **WHEREAS**, DTI and the Department of Health (DOH) issued Joint Administrative  
34 No. 01, S. 2010 or Prescribing A Schedule of Fees and Charges for Sales  
35 Promotion Activities which provided the fees to be paid by sales promotion  
36 applicants, including those applying for blanket approval;

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38 **WHEREAS**, very few applicants avail of the said blanket approval as it only allows  
39 a change in promotion dates even if all other mechanics are unchanged and  
40 therefore there is a need to revisit the said mechanism, including the fee structure;

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42 **WHEREFORE**, foregoing premises considered, this Department Administrative  
43 Order is hereby issued for the information and guidance of all concerned.

**OFFICE OF THE SECRETARY**

44 **Section 1. Scope** – This Department Administrative Order (DAO) shall apply to all  
45 sponsors and/or duly-authorized agents who file applications for Sales Promotion  
46 Permits Involving Recurring Discounts via the DTI-IREGIS Portal.  
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48 **Section 2. Eligibility.** Only sponsors without any administrative or criminal case  
49 for violation of any Fair Trade Law, which are final and executory, shall be eligible  
50 to avail of the blanket approval mechanism.  
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52 **Section 3. Blanket Approval of Recurring Discount Promotions.** Sponsors who  
53 intend to conduct recurring promotions involving discounts have the option to apply  
54 for a blanket approval, which shall be valid for (2) calendar years upon issuance,  
55 *provided that:* promotion activities conducted pursuant to this blanket approval  
56 shall have substantially the same terms and conditions, with minor to no changes;  
57 *provided further that:* the blanket approval shall be subject to the following  
58 conditions:  
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- 60 a. The sponsor shall submit a Sworn Undertaking (attached as Annex “A”) for the  
61 protection of consumers;
- 62 b. That in case the applicant is an agent, the agent shall be duly-authorized by the  
63 sponsor and that the blanket approval shall be issued in the name of the  
64 sponsor;
- 65 c. The sponsor and agent shall ensure full and continuing compliance with the  
66 Consumer Act of the Philippines (Republic Act No. 7394) and its IRR, and other  
67 pertinent laws and regulations;
- 68 d. That the sponsor and agent shall respond, address and resolve consumer  
69 complaints in relation to the promotional activities within seven (7) calendar  
70 days from receipt of such complaint from the consumer or DTI;
- 71 e. The sponsor/and or agent shall be required to notify to DTI each promotion  
72 activity conducted under the blanket approval seven (7) working days before  
73 the start of the promotion activity and attach the ad material;
- 74 f. The sponsor or agent shall submit a list of products involved in the promotion  
75 during that 2-year period;
- 76 g. Each sales promotion activity conducted may be subject to post-conduct review  
77 within one (1) year from its termination or conclusion.  
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79 Minor changes shall refer to the period covered as long as within the two-year  
80 period and prizes as long as of the same kind and are compliant with the mandatory  
81 certification scheme, if applicable.  
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83 **Section 4. Payment of Fees.** Applicants of sales promotion under the blanket  
84 approval mechanism, regardless of scope and amount of prizes, shall pay a permit  
85 fee of PHP20,000.00 for every scheme applied. No other fee shall be collected  
86 from the applicant.  
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88 This amends Section 2 of DTI-DOH JAO 01 S. 2010 in so far as applications under  
89 the jurisdiction of the DTI are concerned.  
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91 **Section 5. Reconfiguration of the I-Regis.** The DTI shall reconfigure the IRegIS  
92 to allow the submission of application for blanket approval. The permit to be issued  
93 under this mechanism shall be denominated separately.  
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95 **Section 6. Suspension of the Promotion or Revocation of the Blanket**  
96 **Approval.** A sales promotion campaign may be suspended or the blanket  
97 approval revoked, motu proprio or upon sworn complaint, by the DTI for violation  
98 of any provision of the Consumer Act of the Philippines or other Fair Trade Laws.  
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100 **Section 7. Effectivity** – This Order shall be effective immediately upon  
101 publication.  
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104 Issued this \_\_\_\_\_ day of \_\_\_\_\_ 2024 in Makati City, Philippines  
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107 Approved:  
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110 **MA. CRISTINA A. ROQUE**  
111 Acting Secretary  
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114 Recommending Approval:  
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116  
117 **ATTY. AMANDA MARIE F, NOGRALES**  
118 Undersecretary  
119 Consumer Affairs and Legal Services Group  
120

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122 **ATTY. AGATON O. UVERO**  
123 Assistant Secretary/Supervising Head  
124 Fair Trade Group  
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