

**GOVERNMENT OF INDIA
PETROLEUM AND NATURAL GAS
LOK SABHA**

UNSTARRED QUESTION NO:245
ANSWERED ON:02.12.2004
RETAIL OUTLET BY HPCL AND BPCL
Singh Shri Suraj

Will the Minister of PETROLEUM AND NATURAL GAS be pleased to state:

- (a) whether some irregularities have been found in the process of modernization of the retail outlets by the HPCL (Hindustan Petroleum Corporation Limited) and BPCL (Bharat Petroleum Corporation Limited);
- (b) if so, the details thereof;
- (c) whether BPCL and HPCL have spent crores of rupees for the releasing of advertisements and publicity for the sake of modernization;
- (d) the scheme-wise details of the amount spent during the last three years on advertisement/publicity with regard to the marketing of products and modernisation and the details of the companies engaged for advertising services;
- (e) whether the higher officials of the organization have been benefited by the amount spent on these heads and some people have been improperly benefited; and
- (f) if so the details thereof?

Answer

MINISTER OF PETROLEUM & NATURAL GAS & PANCHAYATI RAJ (SHRI MANI SHANKAR AYAR)

(a) & (b): No irregularities have been reported in the process of modernization of retail outlets by HPCL & BPCL.

(c) & (d): BPCL and HPCL have not spent on advertisements and publicity for the sake of modernization alone. However, expenditure incurred by BPCL & HPCL during the last three years on advertisement/publicity on marketing of products and sales promotion is as under :-

Name of the Company Year (Rupees in crores)

2001-02 2002-03 2003-04

HPCL	Nil	15.99	23.82
BPCL	3.66	7.56	14.17

Advertising/Publicity agencies engaged by HPCL were M/s. Rediffusion DY & R and M/s. J. Walter Thompson.

Advertising/Publicity agencies engaged by BPCL were M/s. Saatchi and Saatchi, M/s. Initiative Media, M/s. Virtual Marketing Pvt. Limited, M/s. Chadha Dhar and Hoon and M/s. Contract Advertising.

(e) & (f): No such report has been received in the Ministry.