

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

UNSTARRED QUESTION NO:125  
ANSWERED ON:02.07.2009  
EXPENDITURE INCURRED ON ADVERTISEMENTS  
Agarwal Shri Jai Prakash

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

- (a) the money spent on advertisements by each of the public sector oil companies during each of the last three years till date;
- (b) whether the Government has issued/proposed to issue any guidelines for the public sector oil companies in this regard;
- (c) if so, the details thereof; and
- (d) the norms fixed and adopted by the public sector oil companies for selecting the print media and electronic media for the purpose of advertisements?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF PETROLEUM & NATURAL GAS (SHRI JITIN PRASADA)

- (a) The money spent on advertisements by major public sector oil companies during each of the last three years is as under:

(Rs. In lakhs)

2006-07   2007-08   2008-09

Oil & Natural Gas Corporation   4735.00   1458.00   1291.00

Oil India Limited   250.27   462.85   803.21

Indian Oil Corporation   6624.61   9227.58   6037.24

Bharat Petroleum Corporation   4141.09   5067.34   1412.57

Gas Authority of India Limited   613.00   459.00   457.00

Hindustan Petroleum Corporation   3643.00   2887.00   673.00  
Limited

b) & c) Advertisements are issued by the Public Sector Oil Companies as per their requirements and their internal guidelines.

d) Advertisements by Public Sector Oil Companies are released to print media and electronic media depending on the requirements,

circulation, location and reach and popularity of the newspaper/electronic channels.