

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

UNSTARRED QUESTION NO:1992
ANSWERED ON:05.08.2010
EXPENDITURE ON ADVERTISEMENTS BY OIL PSUS
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Will the Minister of PETROLEUM AND NATURAL GAS be pleased to state:

- (a) whether public sector oil companies are incurring huge expenditure on advertisements for promotion of usage of branded fuels in the country;
- (b) if so, the details thereof;
- (c) whether the Government proposes to enhance the awareness campaign for usage of branded fuels in the country; and
- (d) if so, the details thereof?

Answer

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

(a) to (d): The Oil Marketing Companies (OMCs) namely Indian Oil Corporation Limited (IOCL), Bharat Petroleum Corporation Limited (BPCL) and Hindustan Petroleum Corporation Limited (HPCL) enhance awareness for use of branded fuels through various mass media platforms like advertisements on television, Radio, newspapers, etc. as per their marketing strategy. OMCs have spent Rs.12.36 crore on advertisements for enhancing awareness for use of branded fuels during 2009-10.