

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

UNSTARRED QUESTION NO:2313
ANSWERED ON:10.03.2011
EXPENDITURE ON ADVERTISEMENT
Rajaram Shri Wakchaure Bhausahb

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

- (a) the expenditure incurred by each public sector oil company on advertisement during each of the last three years, as on date;
- (b) whether the Government has issued proposes to issue any guidelines to all the public sector oil companies on issue of advertisements released by them;
- (c) if so, the details thereof; and
- (d) the set criteria for the selection of print and electronic media by the public sector oil companies?

Answer

MINISTER OF STATE IN THE MINISTRY OF PETROLEUM & NATURAL GAS (SHRI R.P.N. Singh)

(a): The expenditure reported by major oil Public Sector Undertakings (PSUs) on advertisement during last three years is as under:

Rs. in Crore

Name of PSU	2008-09	2009-10	2010-11 (Upto Dec 2010)
-------------	---------	---------	-------------------------

Oil & Natural Gas Corporation Limited (ONGC)	12.91	17.67	9.67
--	-------	-------	------

Oil India Limited (OIL)	8.03	15.50	4.09
-------------------------	------	-------	------

Indian Oil Corporation Limited (IOCL)	64.56	101.25	86.53
---------------------------------------	-------	--------	-------

Hindustan Petroleum Corporation Limited (HPCL)	83.72	104.48	60.88
--	-------	--------	-------

Bharat Petroleum Corporation Limited (BPCL)	7.32	23.21	22.33
---	------	-------	-------

Gas Authority of India Limited (GAIL)	11.89	13.33	14.06
---------------------------------------	-------	-------	-------

(b) & (c): No, Madam. Does not arise.

(d): The selection of print and electronic media by the oil PSUs for advertisement is primarily based on the criteria of (i) Target audience; (ii) Business requirement; (iii) Nature of communication; (iv) Geographical spread; and (v) Linguistic balance.

