

**GOVERNMENT OF INDIA
STEEL
LOK SABHA**

UNSTARRED QUESTION NO:837
ANSWERED ON:19.03.2012
EXPENDITURE ON ADVERTISING
Bali Ram Dr.

Will the Minister of STEEL be pleased to state:

- (a) the year-wise expenditure incurred by the Public Sector Steel companies on advertising or on the Publicity of steel products during each of the last three years and the current year;
- (b) whether the Government has issued/proposes to issue any guidelines to the public sector steel companies in this regard;
- (c) if so, the details thereof;
- (d) the details of the profit/loss incurred by the public sector steel companies; and
- (e) the details of the austerity measures being taken by the steel companies to reduce their expenditure during the last three years?

Answer

THE MINISTER OF STEEL (SHRI BENI PRASAD VERMA)

(a) The information is as under:

(Rs.In crore)

Sl. No.	Name of the steel manufacturing company	Year	2008-09	2009-10	2010-11	2011-12
		(upto Dec.2011)				
1.	Steel Authority of India Limited (SAIL)		54.80	40.20	43.20	18.91
2.	Rashtriya Ispat Nigam Limited (RINL)		2.79	2.02	3.47	1.15

(b) & (c): The Government has already adopted an Advertisement Policy, which requires Public Sector Undertakings/Autonomous Bodies/Societies to issue all advertisements directly at Directorate of Advertising and Visual Publicity (DAVP) rates, as per the prescribed policy.

(d) The information is as under:

(Profit Rs. in crore)

Sl. No.	Name of the steel manufacturing company	Year	2008-09	2009-10	2010-11	2011-12
		(upto Dec. 2011)				
1.	Steel Authority of India Limited (SAIL)		6174.81	6754.37	4904.74	1965.74
2.	Rashtriya Ispat Nigam Limited (RINL)		1335.57	796.67	658.49	401.27

(e) Under austerity measures, expenditure on advertisements is kept at minimal level and monitored on a regular basis. Small advertisements are given in newspapers and details uploaded on website of SAIL. Expenditure is being regulated by reducing the

budget by 10%.