

**GOVERNMENT OF INDIA
FINANCE
LOK SABHA**

UNSTARRED QUESTION NO:6997
ANSWERED ON:18.05.2012
BANKS EXPENDITURE ON ADVERTISEMENTS
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Will the Minister of FINANCE be pleased to state:

- (a) whether the Public Sector Banks PSBs are spending huge amounts on advertisements;
- (b) if so, the total amount spent for the purpose by the PSBs during the last three years and the current year, bank-wise;
- (c) whether the Banks has given advertisements in small newspapers also;
- (d) if so, the cost incurred on such advertisements during the said period;
- (e) whether the Government / RBI has directed the PSBs to curtail their expenditure on publicity campaigns; and
- (f) if so, the details thereof and is likely impact on services being provided by the PSBs?

Answer

The Minister of State in the Ministry of Finance (Shri Namu Narain Meena)

- (a) & (b): The bank-wise details of expenditure incurred by Public Sector Banks (PSBs) towards advertisement and publicity charges as at end March 2009, 2010 and 2011 are at Annex-1.
- (c) & (d): PSBs have reported that they have given advertisements in small newspapers also in order to reach the local populace and cost incurred by a PSB during the said period on advertisement in small news paper would range from about Rs. 1 lakh to about Rs. 10 crore.
- (e) & (f): PSBs are governed by their Board driven policy in so far as their operations including publicity campaigns are concerned.