

**GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA**

UNSTARRED QUESTION NO:86
ANSWERED ON:08.08.2012
EXPENDITURE ON ADVERTISEMENTS
Verma Shri Sajjan Singh

Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) the expenditure incurred by BSNL and MTNL on advertisements and promotion of their products/schemes in their respective service areas during the last three years and the current year, State-wise and year-wise; and

(b) the details of the criteria/norms fixed for granting advertisement assignments?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI MILIND DEORA)

(a) Expenditure incurred by Bharat Sanchar Nigam Limited (BSNL) and Mahanagar Telephone Nigam Limited (MTNL) on advertisements and promotion of their products/schemes during the last three years and the current year, circle-wise and year-wise is enclosed in Annexure-1.

(b) The criteria/norms followed for granting advertisements/ assignments in BSNL are based on the guidelines issued for marketing activities. The work is normally awarded through empanelled agencies, which are selected based on open tender / Expression of Interest (EOI). Assignments which are not covered in the scope of work of empanelled agencies are awarded based on negotiations done by high power committee. The detailed criteria / norms fixed by BSNL are given in Annexure-2.

The criteria / norms for granting advertisements / assignments in respect of MTNL are as follows:

The advertisements are released based on various factors such as product promotional requirements, competitive market scenario and media reach inputs.

All advertisements are issued through the empanelled agencies.

Magazines for women, youth, Hindi / regional language magazines in addition to high profile magazines are considered for advertisement.

For electronic media and outdoor media the committee constituted negotiates various options. The committee recommendations are then approved by Competent Authority.