

**GOVERNMENT OF INDIA
CIVIL AVIATION
LOK SABHA**

UNSTARRED QUESTION NO:1148
ANSWERED ON:26.11.2009
REVENUE EARNED BY AIR INDIA
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Will the Minister of CIVIL AVIATION be pleased to state:

- (a) the total revenue earned by the Air India, Pawan Hans, the Airports Authority of India and other PSUs under the Ministry during the year 2008-2009;
- (b) the total expenditure incurred by them on advertisements through print, electronic and other media during the same period;
- (c) the percentage of their total expenditure incurred on advertisement, services to passengers and raising infrastructure; and
- (d) the various measures being taken by the Ministry to make the national Carrier a profitable organization in the country?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF CIVIL AVIATION (SHRI PRAFUL PATEL)

(a): The total revenue earned during 2008-09 by Air India was Rs.13,479.38 crore, by Pawan Hans was Rs. 328.82 crore and by Airports Authority of India was Rs. 4185.95 crore.

(b): The total expenditure incurred on advertisements by Air India was Rs.40.77 crore, Pawan Hans was Rs.2.12 crores & Airports Authority of India was Rs.24.82 crores.

(c): The percentage of total expenditure in respect of Air India on Publicity was 0.2%, on Passenger Amenities was 2.4%, and on infrastructure was 4.6%. The percentage of total expenditure of Pawan Hans on advertisement etc., to the total revenue was 0.64% and the percentage of expenditure of Airports Authority of India on advertisement was 0.81%.

(d): The National Aviation Company of India Limited (NACIL) has taken several initiatives to turnaround the performance of the company and is mainly focused on Cost Reduction (Target of Rs.1500 crores) and Revenue Enhancement (Target of Rs.1200 crores). These are broadly segregated under Operational efficiency, Product Improvement, Organization Building & Financial Restructuring.