

**GOVERNMENT OF INDIA  
STEEL  
LOK SABHA**

UNSTARRED QUESTION NO:2265  
ANSWERED ON:03.12.2009  
AMOUNT SPENT ON ADVERTISEMENTS  
Thakor Shri Jagdish

**Will the Minister of STEEL be pleased to state:**

- (a) the amount spent on advertisements by the public sector steel companies during each of the last three years and the current year, company-wise;
- (b) whether the Government has issued/propose to issue any guidelines to the public sector steel companies in this regard; and
- (c) if so,the details thereof?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF STEEL(SHRI A. SAI PRATHAP)

(a) Amount spent on advertisements by the public sector steel companies during each of the last three years and the current year is indicated below:

(Rs. in lakhs)

Sr. No.	Name of PSU	2006-07	2007-08	2008-09	2009-10
1.	Steel Authority of India Limited(SAIL)	1757.00	3176.00	5480.00	1791.00
2.	Rashtriya Ispat Nigam Limited (RINL)	1999.00	1963.00	1689.00	761.00
3.	NMDC Ltd.	656.00	3004.00	1544.00	579.00
4.	Manganese Ore (India) Limited (MOIL)	13.08	138.66	22.01	5.24
5.	MSTC Ltd.	78.63	220.85	232.03	15.00
6.	Ferro Scrap Nigam Ltd. (FNSL)	7.33	18.86	28.47	2.91

7. Hindustan Steelworks 15.07 26.98 18.87 20.00  
Construction Limited  
(HSCL)

8. MECON Ltd. 4.90 14.30 11.50 5.60

9. KIOCL Ltd. 9.56 19.16 44.18 8.20

10. Sponge Iron India 0.71 0.40 0.88 0.31  
Ltd. (SIIL)

**(b)&(c): All the PSUs had been requested to abide with the guidelines of the Directorate of Advertising & Visual Publicity (DAVP), while releasing advertisements.**