

**GOVERNMENT OF INDIA  
CIVIL AVIATION  
LOK SABHA**

UNSTARRED QUESTION NO:1192  
ANSWERED ON:12.12.2013  
AGREEMENT WITH UFA  
Pradhan Shri Amarnath

**Will the Minister of CIVIL AVIATION be pleased to state:**

- (a) whether Air India has signed any agreement with International India Film Academy (UFA);
- (b) if so, the details thereof along with the validity period;
- (c) the reasons for signing such agreements by any loss making organisation at public cost;
- (d) the number of persons including officials UFA and their families ferried and the total cost thereof; and
- (e) the benefits accrued therefrom so far?

**Answer**

Minister of State in the Ministry of CIVIL AVIATION  
(SHRS K.C. VENUGOPAL)

(a) & (b): Air India entered into an MOD with M/s, Wizcraft Entertainment Pvt. Ltd., the organizers of SSFA 2013 at Macau for Rs.8.00 crores value of publicity mileage/advertising benefits to Air India in lieu of air tickets. The event was held at Macau in July, 2013. The Validity of agreement is till June 15, 2014.

(c): The agreement was signed to gain Publicity and Promotion and thereby enhance revenues.

(d): The barter agreement is with M/s Wizcraft who are the event managers & they are eligible to utilize tickets to the extent of the barter i.e. Rs. 8.00 crores upto the agreement period till June 15, 2014. No other expenditure is involved as the air transportation offered by Air India for the movement of UFA delegates (Mumbai-Hong Kong-fsflumbai) is in lieu of publicity mileage arso advertising benefits which accrued to Air India in print, electronic media and or; ground branding opportunities.

(e) Air India received substantial benefits in the international market as a co-sponsor. Air India derived publicity mileage through Advertising and promotional rights besides branding opportunities in print, electronic media as well as on ground. The travel of Bollywood celebrities on B-777 was used to showcase and attract other passengers to travel on Air India.