

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

UNSTARRED QUESTION NO:3496
ANSWERED ON:04.08.2014
REVENUE OF MTNL THROUGH ADVERTISEMENTS
Tumane Shri Krupal Balaji

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

- (a) the details of funds spent by Mahanagar Telephone Nigam Limited (MTNL) on advertisements during the last three years and the current year, State-wise;
- (b) the details of benefits accrued as a result of those advertisements; and
- (c) the steps taken/being taken by the Government for increasing the revenue of MTNL through advertisement?

Answer

THE MINISTER OF COMMUNICATIONS AND INFORMATION TECHNOLOGY & LAW AND JUSTICE (SHRI RAVI SHANKAR PRASAD)

- (a) Details of funds spent by Mahanagar Telephone Nigam Limited (MTNL) on advertisements during the last three years and the current year, Service area-wise are given below:

Year	Delhi	Mumbai
	(In Rs. Lakhs)	(In Rs. Lakhs)
2011-12	744.59	479.19
2012-13	97.47	307.13
2013-14	89.28	360.63
2014-15	2.16	64.92

(till June
2014)

- (b) & (c) MTNL has reported that the purpose of its advertising is to encourage existing and prospective customers to avail MTNL services and to inform people about its products/services, making them aware about new plans introduced, brand value enhancement, innovations and promotional offers to increase revenues of MTNL.

MTNL has informed that it is not possible to directly quantify the benefit in revenues due to advertisement. Due to financial distress, MTNL has been unable to improve its visibility through advertisements as compared to private telecom service providers.