

**GOVERNMENT OF INDIA
PETROLEUM AND NATURAL GAS
LOK SABHA**

UNSTARRED QUESTION NO:3719
ANSWERED ON:21.08.2003
EXPENDITURE INCURRED BY IOCL ON SPORTS CULTURAL SPONSORSHIPS
SUKDEO PASWAN

Will the Minister of PETROLEUM AND NATURAL GAS be pleased to state:

- (a) whether the Indian Oil Corporation Limited spent several crores of rupees for the advertisement of its productions and brands from 1999 to 2001 through sponsoring or co-sponsoring various sports and cultural activities;
- (b) if so, the amount spent in various States during the said period for sponsoring and co-sponsoring cultural activities, State-wise; and
- (c) the details of institutes related to sponsoring and co-sponsoring of above activities?

Answer

MINISTER OF STATE IN THE MINISTRY OF PETROLEUM & NATURAL GAS (SHRIMATI SUMITRA MAHAJAN)

(a)&(b): The expenditure incurred by Indian Oil Corporation Limited (IOC) towards promotion of its products and brands, through sponsoring or co-sponsoring of various sports and cultural activities in the country, during the years from 1999-2000 to 2000-2001, was Rs.6.18 crore approximately. Out of this, the expenditure towards cultural activities was Rs.1.66 crore approximately.

(c): Some of the Institutes/events, which have received the sponsorship/co-sponsorship during the said period, include Impresario India, Delhi Telugu Academy, Bharat Sevashram Sangh, Shanmukhananda Sangeeta Sabha, Central Calcutta Science & Culture Organisation for Youth, Crafts Exhibition at Chamba and Shimla, Bhartiya Kala Sangam, etc.