

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

UNSTARRED QUESTION NO:2230  
ANSWERED ON:17.12.2003  
EXPENDITURE ON ADVERTISEMENT  
TUFANI SAROJ

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

- (a) whether the Bharat Sanchar Nigam Limited issues advertisements in newspapers and magazines regarding its progress and new schemes every year;
- (b) if so, the amount spent under this Head from 1999, till date, year-wise;
- (c) whether such advertisements are also issued from the Headquarters of the Nigam;
- (d) if so, the year-wise amount spent by the Headquarters of the Nigam during the said period;
- (e) whether the Nigam has issued advertisements for small and medium magazines also; and
- (f) if so, the details thereof?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI J. PRADHAN)

(a) Yes, Sir.

(b) BSNL was incorporated on 1st October, 2000. Year-wise marketing expenditure of BSNL is as below:

October 2000-March, 2001 : Rs. 19.1105 Crores  
April 2001 - March, 2002 : Rs.44.4023 Crores  
April 2002 - March 2003 : Rs.92.6982 Crores  
April 2003 - September, 2003 : Rs. 36.8778 Crores

(c) Yes, Sir.

(d) Yearly expenditure on marketing by BSNL Corporate Office is as below:-

October, 2000-March, 2001 : Rs. 2.065 Crores  
April 2001 - March, 2002 : Rs.6.786 Crores  
April 2002 - March 2003 : Rs.35.847 Crores  
April 2003 - September, 2003 : Rs. 12.831 Crores

(e) BSNL generally issues advertisements in magazine having circulation of more than 25,000 per publication

(f) In the past BSNL issued advertisements in magazines like India Today, Business Barron, Outlook, Business World, Business Today, Swagat, Namaskar, Darpan, Communication Today, Voice & Data, etc.