

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

UNSTARRED QUESTION NO:2741
ANSWERED ON:10.05.2006
MARKETING OF TELECOM CIRCLES
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Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) the fund allocated by the BSNL and the MTNL for marketing of various telecom circles and its utilization during the last three years;
- (b) the details of funds used for advertising through Government and private agencies separately during the last three years along with the names of advertising agencies; and
- (c) the details of the funds used for sponsoring of national and local events and for promotional activities during the said period, year-wise?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (DR. SHAKEEL AHMAD)

- (a) Sir, total fund allocated and utilised by MTNL and BSNL for marketing during the last 3 years is as follows:

(Rs. in Lakhs)

BSNL 2003-04 2004-05 2005-06

| | | | |
|------------|----------|----------|----------|
| Allocation | 17638.40 | 14161.19 | 15733.37 |
| Utilised | 8286.01 | 9504.63 | 8577.66 |
| MTNL | | | |
| Allocation | 4202.00 | 4704.00 | 4585.00 |
| Utilised | 1995.00 | 2765.00 | 3928.00 |

- (b) Funds used by BSNL and MTNL for advertising through Govt. and Private agencies during last three years is as follows:

(Rs. in Lakhs)

BSNL 2003-04 2004-05 2005-06

| | | | |
|---------------------|---------|---------|---------|
| Government Agencies | 501.63 | 1022.53 | 2192.15 |
| Private Agencies | 2086.99 | 4156.71 | 5700.88 |
| MTNL | | | |
| Government Agencies | 25.69 | 63.71 | 57.69 |
| Private Agencies | 1231.87 | 1756.15 | 2606.46 |

Names of advertising agencies engaged by BSNL and MTNL are given in Annexure-I and Annexure-II respectively.

(c) Funds used by BSNL and MTNL for sponsorship of national & local events and for promotional activities during last three years is as follows:

(Rs. in Lakhs)

| BSNL | 2003-04 | 2004-05 | 2005-06 |
|------|---------|---------|---------|
|------|---------|---------|---------|

| | | | |
|--|--------|--------|--------|
| National /Regional/Local Promotional Activities | 318.40 | 363.00 | 514.23 |
|--|--------|--------|--------|

| MTNL | | | |
|---|-------|-------|-------|
| National /Local Promotional Activities | 76.93 | 68.10 | 43.65 |