

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

UNSTARRED QUESTION NO:1909  
ANSWERED ON:10.08.2006  
ADVERTISEMENTS BY OMCS  
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**Will the Minister of PETROLEUM AND NATURAL GAS be pleased to state:**

- (a) whether the public sector oil companies have created an advertisement fund for publicity of their products;
- (b) if so, the details thereof;
- (c) whether these oil companies have telecast their advertisements on National/ Private T.V. channels during the last year and current year; and
- (d) if so, the amount spent by these companies for telecasting their advertisements on National and Private television channels separately during the said period?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF PETROLEUM & NATURAL GAS (SHRI DINSHA PATEL)

- (a) & (b) The marketing plan and sales promotion activities of oil marketing companies are complemented by Brand building efforts. Accordingly, Budget is earmarked every year for branding through advertisements/ publicity.
- (c) IOCL, BPCL and HPCL have telecasted their advertisements on National/ Private T.V. channels.
- (d) The amount spent by the oil companies who have telecasted their advertisements on National and Private television channels during the last year and current year are as follows:

(Rs./Lakhs)

Name of the Company	National Channels	Private Channels		
	2005-06	2006-07	2005-06	2006-07

IOCL	1542	434	1450	702
BPCL	20	1.75	2114	430
HPCL	34	23	1074	368