

**GOVERNMENT OF INDIA  
HEAVY INDUSTRIES AND PUBLIC ENTERPRISES  
LOK SABHA**

UNSTARRED QUESTION NO:1830  
ANSWERED ON:10.08.2006  
MARKETING OF PRODUCTS BY HPF .  
Barman Shri Ranen

**Will the Minister of HEAVY INDUSTRIES AND PUBLIC ENTERPRISES be pleased to state:**

- (a) Whether the Hindustan Photo Films Manufacturing Company Limited (HPF) has been engaging outside agencies for marketing of its products in the private consumer segments, keeping its own marketing infrastructure idle;
- (b) Whether instead of importing and marketing Byrata paper, allegedly enjoying favourable business potential in the country, HPF has entrusted outside agencies with exclusive rights for its import and marketing in the country;
- (c) If so, the details and the reasons therefore; and
- (d) The details of outside agencies engaged by HPF for marketing products under 'INDU' brand name?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF HEAVY INDUSTRIES AND PUBLIC ENTERPRISES (SMT. KANTI SINGH)

(a) to (d): The Hindustan Photo Films Manufacturing Company Limited (HPF) had engaged outside agencies to market their Black & White paper products due to scarcity of resources for marketing coupled with drastic decline of sale of these products owing to change in technology. HPF's own marketing network was used to market the core products like medical and industrial X-ray films.

HPF has engaged M/s. Shanky Films, Kanpur to organize the raw materials including imported items like Byrata and Resin coated paper for manufacture. The Company used to manufacture and supply the finished goods under the name INDU to the outside agency for marketing on job order basis.

By this arrangement, the Company secured considerable job order without any investment. The arrangement ended in July,2004 and was not renewed thereafter.