

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

STARRED QUESTION NO:223
ANSWERED ON:14.03.2007
EXPENDITURE ON ADVERTISEMENTS BY BSNL
Dhotre Shri Sanjay Shamrao;Gawali Smt. Bhavana Pundlikrao

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

- (a) the total amount spent by the Bharat Sanchar Nigam Limited (BSNL) on advertisements during the last three years, year-wise;
- (b) the amount spent in Maharashtra on this count;
- (c) the details of the list of institutions/establishments/media/press in which advertisements were given; and
- (d) the amount paid on advertisements in each case?

Answer

THE MINISTER OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI DAYANIDHI MARAN)

(a) to (d) A Statement is laid on the Table of the House.

STATEMENT TO BE LAID ON THE TABLE OF LOK SABHA IN RESPECT OF PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO. 223 FOR 14th March 2007 REGARDING EXPENDITURE ON ADVERTISEMENTS BY BSNL.

(a) Sir, the total amount spent on advertisement in BSNL during last three years, year-wise is as below:

(Rs. in Crores)

Year	2004-05	Year	2005-06	Year	2006-07
	(upto Feb 07)				
Amount spent on advertisement		46.77	92.90	122.85	

(b) The amount spent in Maharashtra alone on this count is as follows.

(Rs. in Crore)

Year	2004-05	Year	2005-06	Year	2006-07
	(upto Feb 07)				
Amount spent on advertisement		2.15	5.02	14.54	

(c)&(d) The details of the list of institutions/establishments/media/press in which advertisements were given and amount paid on advertisements in each case are given at Annexure.