

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

RAJYA SABHA

UNSTARRED QUESTION NO. 2327

TO BE ANSWERED ON 08.08.2025

EXPENDITURE ON ADVERTISEMENTS AND PUBLICITY

2327. DR. V. SIVADASAN:

Will the Minister of Information and Broadcasting be pleased to state:

- a) the year-wise total expenditure incurred by the Union Government on advertisements and publicity through various media (print, television, radio, digital platforms, outdoor, etc.) during the last five years;
- b) the media-wise and platform-wise breakup of the above expenditure, including specific details of amounts spent through newspapers, TV channels, radio stations, YouTube, Google Ads, Meta (Facebook/Instagram), X (Twitter), and other digital platforms; and
- c) whether any agencies or intermediaries were engaged to execute these campaigns, and if so, the names of such agencies and the amounts disbursed to each?

ANSWER

**THE MINISTER STATE FOR INFORMATION AND BROADCASTING AND
PARLIAMENTARY AFFAIRS**

(DR. L. MURUGAN)

(a) to (c): The Central Bureau of Communication (CBC) issues advertisement on behalf of various Ministries/Departments related to schemes/programmes and other initiatives of Government of India.

The details of the expenditure incurred on these advertisements are available on the website of CBC i.e. www.davp.nic.in.

CBC issues advertisements directly to all media platforms, except in cases where the platform does not accept directly.
