

GOVERNMENT OF INDIA
MINISTRY OF FINANCE
DEPARTMENT OF FINANCIAL SERVICES

LOK SABHA
UNSTARRED QUESTION NO.515

TO BE ANSWERED ON THE 18th November, 2016/ Kartika 27, 1938 (SAKA)

Spending on Advertisement

QUESTION

515. SHRI BHAGWANTH KHUBA:

Will the Minister of FINANCE be pleased to state:

- (a) whether the State Bank of India has been spending several crores of rupees for advertisement of its products through sponsor/co-sponsor of various sports / cultural activities;
- (b) if so, the details thereof, State-wise; and
- (c) the details of sponsoring agencies and amount spend in various States during the last three years, State-wise?

ANSWER

The Minister of State in the Ministry of Finance

(SHRI SANTOSH KUMAR GANGWAR)

(a) & (b): State Bank of India sponsors sports / cultural activities without involving any sponsoring agency. The circle wise details of amount spent are given at Annexure.

(c): SBI has informed that they do not involve any sponsoring agency.

Annexure.

Lok Sabha USQ No.515 reg. "Spending on Advertisement" for 18.11.2016.

The Circle wise details of amount spent by SBI for advertisement for 2013-14 to 2015-16.

(Rs. in crores)

| S.No. | Circle | Comprising of States | 2013-14 | 2014-15 | 2015-16 |
|-------|----------------|--|--------------|--------------|--------------|
| 1 | Mumbai | Maharashtra, Goa | 10.51 | 8.93 | 7.57 |
| 2 | Bengal | Andaman & Nicobar, Sikkim, West Bengal | 6.47 | 6.25 | 6.34 |
| 3 | Chennai | Puducherry, Tamil Nadu | 1.71 | 2.08 | 2.60 |
| 4 | New Delhi | Delhi, Haryana (partly), Rajasthan, Uttarakhand, UP (partly) | 17.23 | 10.54 | 9.32 |
| 5 | Hyderabad | Andhra Pradesh, Telangana | 3.79 | 4.57 | 4.54 |
| 6 | Lucknow | Uttar Pradesh | 1.55 | 3.65 | 3.85 |
| 7 | Patna | Bihar, Jharkhand | 3.9 | 3.62 | 3.18 |
| 8 | Bhopal | Chhattisgarh, Madhya Pradesh | 3.21 | 2.96 | 3.46 |
| 9 | Guwahati | Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura | 3.07 | 3.99 | 4.83 |
| 10 | Bhubaneshwar | Odisha | 1.88 | 2.88 | 3.66 |
| 11 | Chandigarh | Chandigarh, Haryana, Himachal Pradesh, Jammu & Kashmir, Punjab | 2.00 | 3.05 | 2.57 |
| 12 | Ahmedabad | Dadar & Nagar Haveli, Daman & Diu, Gujarat | 4.01 | 2.80 | 3.53 |
| 13 | Bangalore | Karnataka | 3.92 | 4.89 | 5.92 |
| 14 | Trivanthapuram | Kerala, Lakshdweep | 2.49 | 2.28 | 2.35 |
| | | Total | 65.74 | 62.49 | 63.72 |
