

**LOK SABHA**

UNSTARRED QUESTION No. 263

TO BE ANSWERED ON: 18<sup>th</sup> DECEMBER, 2017

**EXPENDITURE INCURRED BY OIL COMPANIES**

263. SHRI SADASHIV LOKHANDE:

पेट्रोलियम और प्राकृतिक गैस मंत्री

Will the Minister of PETROLEUM AND NATURAL GAS be pleased to state:

- (a) the details of expenditure incurred by each public sector Oil company on advertisements during each of the last three years and the current year till date;
- (b) whether the Government has issued or proposes to issue any guidelines to all public sector oil companies regarding the advertisements of their companies;
- (c) if so, the details thereof; and
- (d) the norms laid down by the public sector Oil companies to select print and electronic media for publicity?

**ANSWER**

पेट्रोलियम और प्राकृतिक गैस मंत्री (श्री धर्मन्द्र प्रधान)

**MINISTER OF PETROLEUM & NATURAL GAS**

**(SHRI DHARMENDRA PRADHAN)**

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(a): The details of expenditure incurred by each Public Sector Oil Company on advertisements during each of the last three years and the current year till date, are at Annexure.

(b) to (d): Oil and Gas PSUs have management approved Advertising and Communication Policy. Print and electronic media are selected as per this policy and publicity requirements of the Company, based on the criteria of;

- (i) target audience
- (ii) business requirement
- (iii) nature of communication
- (iv) geographic spread and
- (v) linguistic balance

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## **ANNEXURE**

ANNEXURE REFERRED TO IN REPLY TO PART (a) OF LOK SABHA UNSTARRED QUESTION NO. 263 ASKED BY SHRI SADASHIV LOKHANDE FOR ANSWER ON 18.12.2017 REGARDING “EXPENDITURE INCURRED BY OIL COMPANIES”.

The details of expenditure incurred by each Public Sector Oil Company on advertisements during each of the last three years and the current year till date, are given below:

Name of the PSU	Expenditure on advertisements (Rs. In crore)			
	Year			
	2014-15	2015-16	2016-17	2017-18 (Till date)
Oil and Natural Gas Corporation	54.62	88.94	66.78	29.49 (Upto Sept., 2017)
Indian Oil Corporation Limited	166.75	97.19	135.29	81.87
Bharat Petroleum Corporation Limited	51.30	44.34	50.50	36.48 (upto Nov. 2017)
Hindustan Petroleum Corporation Limited	38.08	49.49	70.59	43.38 (Upto Sept., 2017)
GAIL (India) Limited	44.90	52.56	44.38	38.47
OIL India Limited	22.45	17.60	12.25	5.85
Mangalore Refinery and Petrochemicals Limited	1.09	1.29	1.10	1.26 (Upto Nov., 2017)
Engineers India Limited	9.28	9.44	9.28	9.04 (Upto Sept, 2017)
Balmer Lawrie & Co.	7.74	6.21	2.96	0.99 (Upto Nov., 2017)
Chennai Petroleum Corporation Limited	1.44	2.44	3.72	1.38 (Upto Sept.,2017)
Numaligarh Refinery Limited	1.52	1.15	1.12	0.85

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