

**GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION AND BROADCASTING**

**LOK SABHA  
UNSTARRED QUESTION No. 1143  
(TO BE ANSWERED ON 13.12.2022)**

**ADVERTISEMENT EXPENDITURE**

**1143. SHRI M. SELVARAJ:**

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the details of expenditure incurred by each Ministry on print and electronic advertisements since 2014, year-wise;
- (b) the total expenditure on advertisements in foreign media during the said period; and
- (c) the extent to which the Government calculates the rate of return on these advertisements?

**ANSWER**

**MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF  
YOUTH AFFAIRS AND SPORTS  
{SHRI ANURAG SINGH THAKUR}**

**(a): The details of expenditure incurred on print and electronic advertisements by the Government through Central Bureau of Communication (CBC) since 2014 are as under:**

<b>Year</b>	<b>Expenditure incurred (Rs. In Crores)</b>	
	<b>Print Media</b>	<b>Electronic Media</b>
<b>2014-15</b>	<b>424.84</b>	<b>473.67</b>
<b>2015-16</b>	<b>508.22</b>	<b>531.60</b>
<b>2016-17</b>	<b>468.53</b>	<b>609.15</b>
<b>2017-18</b>	<b>636.09</b>	<b>468.92</b>
<b>2018-19</b>	<b>429.55</b>	<b>514.28</b>
<b>2019-20</b>	<b>295.05</b>	<b>317.11</b>
<b>2020-21</b>	<b>197.49</b>	<b>167.98</b>
<b>2021-22</b>	<b>179.04</b>	<b>101.24</b>
<b>2022-23 (till 07.12.2022)</b>	<b>91.96</b>	<b>76.84</b>

**The Ministry wise details are available on the website of CBC i.e. [www.davp.nic.in](http://www.davp.nic.in).**

**(b) & (c) No expenditure has been incurred on advertisements in foreign media through Ministry of Information and Broadcasting.**

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