

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
LOK SABHA

UNSTARRED QUESTION No. 1837
TO BE ANSWERED ON 10.12.2025

FINANCIAL IMPACT ANALYSIS OF HIKE IN ADVERTISEMENT RATES

1837. SHRI SURESH KUMAR SHETKAR:

SHRI VIJAYAKUMAR *ALIAS* VIJAY VASANTH:

SHRI MANICKAM TAGORE B:

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

- (a) whether the Government intends to clarify the approval of a sudden 26 per cent hike in print-advertisement rates at a time when multiple Ministries are reportedly facing budgetary constraints and if so, the details thereof and if not, the reasons therefor;
- (b) whether the Government has conducted any financial impact analysis on the manner in which this 26 per cent hike is likely to affect taxpayer expenditure on publicity across Ministries and if so, the details thereof and if not, the reasons therefor;
- (c) whether the Government has evaluated that this hike disproportionately benefits large media houses over small and medium newspapers and if so, the details thereof and if not, the reasons therefor;
- (d) whether the Government is likely to place in the public domain the full report of the 9th Rate Structure Committee including dissent notes if any and if so, the details thereof and if not, the reasons therefor; and
- (e) whether the Government has considered the possibility that increased advertisement spending could be used as leverage to influence editorial independence of newspapers and if so, the details thereof?

ANSWER

MINISTER OF STATE FOR INFORMATION & BROADCASTING; AND PARLIAMENTARY AFFAIRS

(DR. L. MURUGAN)

(a) to (e): The Government constituted the 9th Rate Structure Committee (RSC) on 11 November 2021 to examine and recommend revisions in advertisement rates for print media.

The Committee consulted a wide range of stakeholders, including the Indian Newspaper Society (INS), All India Small Newspapers Association (AISNA), Small-Medium-Big Newspapers Society (SMBNS), and other representatives of large, media and small publications.

The Committee assessed multiple cost parameters influencing print media operations, such as newsprint cost escalation, inflationary trends, processing and production expenses, employee wage liabilities, imported paper prices and other relevant inputs.

Based on these assessments, it submitted **unanimous recommendations**, which were accepted by the Government.

The Government has agreed to the recommendations of the Committee including relating to premium rates to be offered for colour advertisements, preferential positioning.

The revision of advertisement rates is commensurate with rising input costs and increasing competition for the print media from digital platforms.

Enhanced revenue flows will help sustain operations and strengthen local news ecosystems. Improved financial stability will also enable print media organisations to invest in better content creation, thereby serving public interest more effectively.

By recognising the continued relevance of print media within a diversified media landscape, the Government aims to ensure more effective dissemination of its communication and information to citizens.
