

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

**LOK SABHA  
UNSTARRED QUESTION No. 619**

**TO BE ANSWERED ON 03.12.2025**

**EXPENDITURE ON ADVERTISEMENT BY GOVERNMENT**

619. SHRI SHAFI PARAMBIL

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

- (a) the total amount spent by the government on advertisement during each of the last five years;
- (b) the total amount spent by the State Government on advertisement during each of the last five years; and
- (c) the total amount spent by the Union Government on advertisement in print and visual media?

**ANSWER**

**MINISTER OF STATE FOR INFORMATION & BROADCASTING; AND  
PARLIAMENTARY AFFAIRS**

**(DR. L. MURUGAN)**

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

The advertisements related to newspapers are issued as per the Print Media Advertisement Policy, and to news channels as per the Audio Visual Policy guidelines. The advertisement are released as per the requirements of the client ministries/departments and the target audience of the campaigns.

The details of the expenditure incurred on these advertisements are available on the website of CBC i.e. [www.davp.nic.in](http://www.davp.nic.in).

Details of the expenditures by State Governments on advertisements made are not maintained by the Government of India.

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