

**GOVERNMENT OF INDIA
MINISTRY OF CIVIL AVIATION
LOK SABHA
UNSTARRED QUESTION NO. : 1178
(To be answered on the 3rd March 2016)**

EXPENDITURE ON ADVERTISEMENTS BY AIRLINES

**1178. SHRI SIRAJUDDIN AJMAL
SHRI OM BIRLA**

**Will the Minister of CIVIL AVIATION
नागर विमानन मंत्री**

be pleased to state:-

- (a) the total income earned and expenditure incurred by Indian Airlines, Air India and Pawan Hans, the Airport Authority of India and other PSUs under the Ministry during the last three years and the current year;**
- (b) the total expenditure incurred by them on advertisements through print, electronic and other media during the said period;**
- (c) the percentage of their total expenditure incurred on advertisement, services to passengers and raising infrastructure;**
- (d) the other measures being taken by the Government to bring the national carriers out of the loss;**
- (e) whether the advertising for Air India has been outsourced to an agency, if so, the details thereof; and**
- (f) the tie-ups made by Air India for endorsements and the details of expenditure thereon?**

ANSWER

Minister of State in the Ministry of CIVIL AVIATION

नागर विमानन मंत्रालय में राज्य मंत्री

(Dr Mahesh Sharma)

(a) to (c): The details of total income earned and expenditure incurred by Air India Limited, Pawan Hans and Airports Authority of India during the last three years and current year, total expenditure incurred by them on advertisements through print, electronic and other media and percentage of total expenditure incurred on advertisements, services to passengers and raising infrastructure are given at Annexure-A.

(d): The Cabinet Committee on Economic Affairs (CCEA) in its meeting held on 12.04.2012, approved a Turnaround Plan (TAP)/ Financial

Restructuring Plan (FRP) for operational and financial turnaround of Air India. The TAP/FRP provides equity infusion of Rs.30231 crores upto 2021 subject to achievement of certain milestones as laid down in the TAP/FRP. The Company has achieved most of the targets set out in the TAP milestones, and has made substantial progress in both operational as well as financial areas.

(e): The following four advertising agencies are empanelled with Air India to release advertisements.

- (i) RK Swamy BBDO**
- (ii) Crayons Advertising Pvt Ltd**
- (iii) Graphisad Pvt Ltd**
- (iv) Paramin Advertising & Marketing Associates**

(f): Air India have used sports stars working with Air India for campaigns at no additional cost.

Information in reply to Part (a) to (c) of Lok Sabha Unstarred Question No. 1178 for reply on 03.03.2016.

AIR INDIA LTD.				
Particulars	2012-13	2013-14	2014-15	2015-16 (Prov.)
(a) Total income earned and expenditure (Rs. In Crores)				
(i) Total Revenue	18213.79	20140.59	20606.27	14684.93
(ii) Total Expenses	23703.95	26420.19	26466.18	17782.65
(b) The total expenditure incurred on advertisements (Rs. In Crores).				
	32.08	14.23	23.00	7.62
(c) The percentage of total expenditure incurred on advertisement, services to passengers and raising infrastructure:				
(i) Advertisement & Publicity Expenses	0.14	0.05	0.09	0.04
(ii) Passenger Amenities	2.05	2.29	2.73	2.69
(iii) Infrastructure	17.28	17.20	20.85	6.60
PAWAN HANS LIMITED				
(a) Total income earned and expenditure (Rs. in Crores)				
(i) Total Revenue	482.05	543.04	549.70	408.84
(ii) Total Expenses	454.11	488.35	476.51	355.37
(b) The total expenditure incurred on advertisements (Rs. in Crores)				
Expenditure on Advertisements.	1.10	0.48	0.48	0.15
(c) The percentage of total expenditure incurred on advertisement, services to passengers and raising infrastructure:				
% of Advert. To Total Expenditure.	0.24%	0.10%	0.10%	0.04%
AIRPORTS AUTHORITY OF INDIA				
(a) Total income earned and expenditure (Rs. in crores)				
Revenue	6917.38	8170.04	9284.98	9701.52
Expenditure	5580.18	5649.73	6493.57	7195.92
(b) The total expenditure incurred on advertisements (Rs. in crores).				
Total expenditure on Advt. & Publicity	4.30	12.28	11.94	13.00
(c) The percentage of total expenditure incurred on advertisement, services to passengers and raising infrastructure (Rs. in crores):				
(i) Statement of expenditure on Passenger services (Rs. in crores)				
Expenditure incurred for passenger services	1515.52	1752.28	1713.63	1624.37
Total expenditure	5580.18	5649.73	6493.57	7195.92
% of Passenger Amenities Expenditure to total expenditure	27.16	31.02	26.39	22.57
(ii) Statement of expenditure incurred for raising of Infrastructure (Rs.in crores)				
expenditure incurred for raising of Infrastructure	1800.00	1158.00	1399.87	1900.00
% of expenditure incurred for raising of infrastructure to total expenditure	32.26	20.50	21.56	26.40