



COAL INDIA LIMITED

POLICY ON PUBLICITY / ADVERTISEMENT AND GRANT

1. Corporate advertisement or advertisements/sponsorships in special feature/ special issues brought out by **Business dailies/ News dailies** -
 - a) "Focus should primarily be on National dailies with minimum circulation of 75,000 (INS norms for large dailies) as per audited figures of Audit Bureau of Circulation (ABC) or other recognized bodies of INS".
 - b) Advertisement/ sponsorship in such national dailies should be decided considering its relevance and importance of the issue to coal India and also media reach of the daily.
 - c) For new entrants (national dailies), the extent of advertisements/ sponsorship shall depend upon its circulation as certified by ABC or comparable organisations, recognized by INS, if any and also the relevance of the subject to CIL.
 - d) For **Regional/ Local/Vernacular dailies**, focus should only be on such dailies in the states which fall in the command area of CIL and its subsidiaries and New Delhi, because of its being country's capital. Since local language newspapers, though popular in their own right, do not enjoy large circulation like national newspapers, the circulation figures as specified above for national dailies, may not be insisted upon.
 - e) Advertisement/ sponsorship in such Regional/ Local/Vernacular dailies should also be decided considering the relevance and importance of the issue to Coal India and media reach of the daily.

1.1 While efforts would be made to provide equitable spread amongst various dailies, the selection of news daily for advertisements shall be primarily based on relevance/ importance of the issue to CIL and also circulation and proper reach to the intended target audience. Number of releases to be made to particular news daily in a financial year shall be as per publicity requirement of CIL. All the newspapers to be considered for sponsorship/ advertisements should have Indian News Paper Society (INS) accreditation.

2. **Weekly newspapers** -

These are very few in number and do not generally have any significant readership. CIL should not consider issuing Advertisements to these on a regular basis, as there are hardly any renowned publications under this category. However, issue of advertisements in such weekly newspapers, which cover news on Coal India or its subsidiary companies extensively on regular basis for quite a longtime, may be considered.

The advertisements in such weekly daily should not exceed Rs.3.50 Lakh per newspaper in a financial year. All such weekly newspapers to be considered for issue of advertisements should have Indian News Paper Society (INS) accreditation.

3. Magazines/ Periodicals/ Journals / Directories etc.

Magazines are of various types i.e. news, technical, managerial, business, industry, environment, social, educational, literary, art, culture, sports etc. In this category, consideration of INS accredited ones only may not be practicable as many such magazines may not have such recognition though these magazines may have a wide media reach and also may be of relevance to CIL particularly those relating to technical, business, industry etc. There are also magazines which are brought out separately (not with Newspapers) by INS accredited Newspapers/ Business dailies, periodically on special occasions, but not having INS accreditation of their own.

Advertisements to all such Magazines/ Periodicals/ Journals / Directories etc. under the above category, who approach CIL for the same, be issued by CIL considering merit and its reach to the target readers. Such releases may normally be restricted to one in a financial year in any particular magazine. However, depending on the relevance and importance of the magazine number of releases in any particular magazine in a financial year may be more.

The magazines seeking support should be in circulation for a period of atleast one year. For new entrants, the decision should have bearing on aspects e.g. circulation, target readership etc.

There will not be a cap on a single advertisement under this category as the rates are widely varying. Rates paid in the preceding years may be some pointer based on which decisions may be taken for release of advertisements.

4. Advertisements through Hoarding etc.-

CIL may consider putting up hoarding/ display board at prominent locations such as Airport lounges/ important public places/ vantage points as a publicity measure and also to enhance public awareness about Coal India and its activities.

5. Advertisements in Audio-Visual media -

As a part of sustained publicity campaign for enhancing image and awareness about CIL and its activities, CIL may consider advertisements in the audio-visual media.

6. For advertisements/ sponsorship assistance to **charitable institutions**, the organization/ institute seeking assistance should be registered with the appropriate authorities. All national and state level charitable institutions should get the priority for CIL's participation/ assistance. Charity work at various local levels may receive consideration on merit. Recommendation by public figure e.g. MP/MLA/Municipal heads, recognised local level institutional heads, renowned personalities in the field of art, literature, culture, education, commerce and industry, administration, sports, medicine should receive special consideration in such cases.
7. Request for **Sponsorships of various events** like national/ international conferences, seminars, workshops, summits, business sessions, cultural events, sports etc. is received by CIL from different organizations/ institutes. A broad guideline for such sponsorships are given below:
- The organizations/ institute, seeking sponsorship, should be a non-profit entity. Organisers should submit the audited accounts of income and expenditure of previous year duly audited by a chartered firm along with the request for sponsorship.
 - CIL should support only those seminars/conferences/events etc. where topic is of interest to CIL or where CIL is likely to get publicity mileage.
 - The organisation should ensure that once a sponsorship has been granted by CIL it should not approach any subsidiary of CIL i.e. only one sponsorship from entire CIL would be granted.
 - Against the sponsorship amount so approved, CIL should be allowed to nominate free delegates/ invitees depending upon the sponsored amount.

Exception to the particular condition at sl.no.c) above may be made in case of organization like Mining Geological and Metallurgical Institute of India (MGMI), which generally organizes mining oriented seminars/ workshops with the target participants mainly from CIL and its subsidiaries.

Relaxation of the condition at sl.no.c) may be allowed depending upon merit of the case with a cap on the total sponsorship amount from CIL and its subsidiaries to be decided by the approving authority.

The stipulation at c) is in respect of sponsorship of events only and not advertisements i.e., an organisation can secure advertisements from Coal India Limited and also from the subsidiary companies.