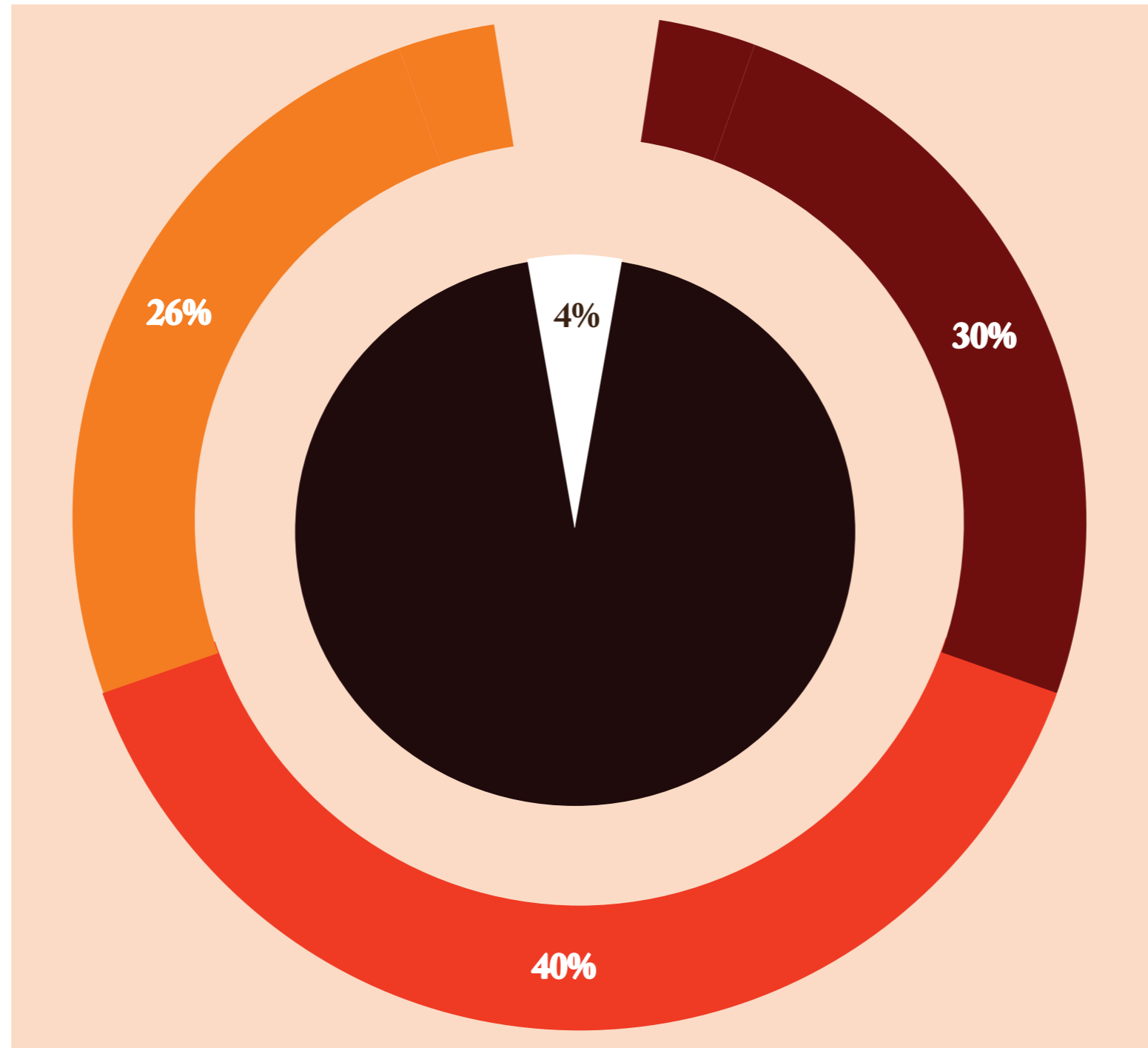


₹ 30,000 crores
ELECTION 2014
TOTAL EXPENDITURE

WITH 75% TURNOUT,
THE EXPENDITURE IS
₹ 500-600 PER VOTER

30% OF THE MONEY
TRICKLING DOWN
TO THE VOTERS



₹ 12500 crores
WINNING PARTY
EXPENDITURE



₹ 3500 crores
CASH FOR VOTERS



₹ 5000 crores
MEDIA CAMPAIGN



₹ TRANSPORT &
MISCELLANEOUS

