

GOVERNMENT OF INDIA MINISTRY OF RAILWAYS (RAILWAY BOARD)

EXPRESSION OF INTEREST (EOI)

Indian Railways, besides ensuring connectivity for the citizens of India, is also a window to those from outside who want to experience India and all that it has to offer.

In order to enhance our engagement with consumers and visitors, Indian Railways, **calls for applications** from agencies to assist across two critical areas: Advertising and thus building the Indian Railways brand across multi-media; as also Media Revenue Optimization where we seek Media Buying agencies, who will be able to market the various advertising opportunities that exist within the Indian Railways system: be they on trains; platforms; other sponsored avenues and so on. Advertising agencies and Media Buying Agencies fulfilling the criteria listed below may apply.

CRITERIA FOR ELIGIBILITY

A. For Advertising Agencies :

1. The applicant must have an average billing of Rs. 200 crores per annum over the past three years i.e. financial years 2007-08, 2008-09, 2009-10.
2. The applicant must have valid INS accreditation.
3. The applicant must be a registered company under the Companies Act of India.

B. For Media Buying Agencies:

1. The applicant must have an average billing of Rs. 200 crores per annum over the past three years i.e. financial years 2007-08, 2008-09, 2009-10.
2. The applicant must be a registered company under the Companies Act of India.

Further details such as format of the supporting documents to be submitted along with application and evaluation modalities etc. are given in the Indian Railways website: **www.indianrailways.gov.in**. The format may be downloaded from this website.

Applications must be submitted along with documents supporting eligibility criteria. Applications in sealed cover along with supporting documents may please be sent to Room. No. 459-A, **Ministry of Railways, Rail Bhawan, New Delhi latest by 1500 hrs. of 20th September, 2010**. Separate applications should be submitted for advertising agencies and media buying agencies.

Eligible applicants shall be called to make a presentation, the date shall be intimated separately.



INDIAN RAILWAYS

www.indianrailways.gov.in

Serving Customers with a Smile

Supporting Document 1

Format in which certificate is to be submitted as proof of average billing of Rs 200 crores for the past three years. The certificate must be issued by the firm's statutory auditors.

Certificate

This is to certify that M/s _____ has an average billing of Rs. _____ over the past three years i.e. 2007-08, 2008-09 and 2009-10.

The details of annual billing year wise are given below:-

Year	Billing (Amount in Rs)
2007-08	
2008-09	
2009-10	
Total	
Average	

Signature of statutory auditor

(with stamp)

Supporting Document 2

Certificate of INS Accreditation

(Applicable only for Advertising Agencies and not for Media Buying Agencies)

Supporting Document No. 3

Certificate as proof of registration under the Companies Act of India.

Note:

The application should be signed and submitted by and on behalf of the registered company which holds the eligibility credentials and not by a unit or division of the company.

FOR MEDIA BUYING AGENCIES:

- Eligible applicants shall be called to make a presentation on the role and strategy for maximum revenue optimization by marketing various advertising opportunities that exist under the Indian Railways' system.
- The approximate free area available at various categories of stations, the approximate number of trains available for interior and exterior advertising, approximate units of ticketing and charting stationery and other media such as Level Crossing gates, Public Address System, etc., are given below in the form of four tables.
- The presentation should also cover innovative ideas for commercial publicity to achieve revenue optimization.

**Information on availability of space for commercial publicity
(information as on 1st July 2010)**

Category of station	Total No. of Stations	Total area identified(in sq ft)	Area already awarded (in sq ft)	Free area available at present (in sq ft)
A-1	58	1559590	1313003	246587
A	277	1621112	1308242	316775
B	234	597859	398393	199966
C	445	1290404	1071551	216573
D	879	713920	434572	266338
E	4056	540122	187948	352174
F	2016	56385	14870	41515
Total	7965	6379392	4728579	1639928

Criteria for categorisation of station	
Category	Annual Passenger earnings
A-1	More than Rs. 50 Crore
A	Rs. 6 Cr-Rs. 50 Crore
B	Rs. 3 Cr- Rs. 6 Cr
C	All Sub urban stations
D	Rs. 50 lakhs to Rs. 3 Cr
E	Less than Rs. 50 lakhs
F	Halt stations

Information on availability of Trains for commercial publicity

(information as on 1st July 2010)

Category of Train	No. of trains	No. of Trains already under vinyl wrapping	No. of Trains already awarded for advt in interior	No. of trains with on board infotainment
Rajdani	14	3	2	0
Shatabdi	12	2	8	0
Duronto	10	0	0	0
Jan Shatabdi	17	4	12	0
Other Mail/Exp	843	34	51	2
EMU/DMU	470	93	106	0
Passenger trains	844	52	25	0
Total	2210*	188	204	2

* The above figure is indicative. The number of rakes used for providing the above services is approximately 1.5 times the number of trains

Information on availability of Stationery* for commercial publicity

(information as on 1st July 2010)

Stationery	Total consumption of tickets, charts, forms per annum (in crore)	No. of tickets, charts, forms already awarded for advt (in crore)	No of tickets, charts, forms available at present (in Crore)
PRS Ticket (Reservation tickets)	31.66	38.27	-6.61
UTS Ticket (Unreserved tickets)	247.54	27.95	219.59
Reservation Forms	32.06	3.62	28.44
Reservation Charts	20.00	1.20	18.80
Total	331.26	71.04	260.22

* Advertisement is permissible only on a small portion of the tickets and charts

Information on availability of space for commercial publicity (Other media)

(Information as on 1st July 2010)

Media	Total No.	No. awarded at present	No. available for advt at present
Level Crossing Gates	18655	1321	17334
Public Address System	1492	88	1248
Plasma TV	708	564	144
CCTV	2646	772	1864
Fare Repeaters	675	217	458
Other electronic media	1086	808	278
Any other media	2026	970	1048
Total	27288	4740	22374