

**Government of India
Ministry of Railways
(Railway Board)**

No. 2006/TGIV/39/26/Com Pub/ticket

New Delhi, dated 01.06.07

General Managers,
All Zonal Railways.

(Commercial Circular No. 56 of 2007)

Sub: Commercial Publicity on PRS tickets (modifications)

**Ref: Board's letter of even no. dated 20.11.06 (Commercial
Circular No. 99 of 2006)**

Railways have been advised to tap the source of earnings through commercial publicity on PRS tickets and general guidelines in this regard have been issued vide Board's letter referred to above. Some modifications in these guidelines have been requested by the Zonal railways.

With a view to increase earnings through this source, it has been decided that:

1. The pictures in form of logo may be printed on the front side of the ticket also. However, pictures of the products etc. are not allowed.
2. The period of the contract may be decided by the Zonal Railway subject to a maximum of 3 years at a time.

Other existing instructions will continue to be applicable. It is reiterated that Reserve price per ticket should not be less than the combined cost of multi-coloured pre-printed blank stationery and cost of printing the advertisement. In case there is no response for advertisements on PRS tickets, the tickets may be printed on the same stationery and in the same manner as printed earlier.

This issues with concurrence of Finance Directorate of the Ministry of Railways.

Please acknowledge receipt.

**(Ravinesh Kumar)
Director Traffic Commercial (G)
Railway Board**

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1. FA&CAOs, All Zonal Railways
2. Director (Audit), All Zonal Railways

for Financial Commissioner, Railways

Copy to: Chief Commercial Managers, All Zonal Railways

