

**GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS
(RAILWAY BOARD)**

No.2005/TG-IV/39/8/EOI

New Delhi, dated 27-05-06

The General Managers,
All Zonal Railways.

(Commercial Circular no. 36 of 2006)

Sub: Sale rights for commercial publicity

Railways have a vast potential of earnings through commercial publicity which despite making so much efforts has not been fully exploited. With a view to enhance the earnings from this area, the Board have decided to give bulk advertising rights on entire railway division/s and train/s to reputed firms with the following guidelines:

1. PUBLICITY AT STATIONS

Open tenders (through two packet system) may be called for awarding bulk rights of publicity for an entire Division. The publicity rights will include all types of media including boardings, glow/neon signs, video walls, different forms of electronic display, unipole, trivision, showcases, balloons, advertising near LC gates, approaches to stations etc.

Each Zonal Railway may implement the scheme on a pilot project basis on one Division. The divisions on which the pilot project is to be done are as follows:

Zonal Railway	Division
Central Railway	Mumbai (CSTM)
Eastern Railway	Howrah
East Central Railway	Danapur
East Coast Railway	Kharida Road
Northern Railway	Delhi
North Central Railway	Allahabad
North Eastern Railway	Lucknow
Northeast Frontier Railway	Lumding
North Western Railway	Jaipur
Southern Railway	Chennai
South Central Railway	Secunderabad
South Eastern Railway	Ranchi
South East Central Railway	Raipur
South Western Railway	Bangalore
Western Railway	Mumbai Central
West Central Railway	Bhopal

Following broad guidelines are advised for awarding publicity contract on an entire Division:-

- i. The period of contract should be for 5 years.
- ii. The reserve price for the first year should be three times the actual publicity earnings of the entire Division for 2004-05. However, the same can be reviewed by the zonal railways in consultation with FA&CAO. The license fee in the Second, Third, Fourth and Fifth year should be enhanced by 10%, 15%, 20% & 25% respectively over that of the previous year.
- iii. The details of existing contracts like location, period, date of expiry, value of the contract etc. should also be mentioned in the tender document.
- iv. A blue print of the Display Plan should be submitted by the advertiser to the concerned Sr. DCM for approval before physical execution of the work. The blue print of the Display Plan should include existing or new sites. Advertisements should not interfere/obstruct railway signages etc.
- v. After awarding the contract, Divisions should not extend the period of any existing publicity contracts.
- vi. Railways should not lay down any tariff for publicity for individual sites when the entire Division is given on contract. The agency should be free to decide the tariff to be charged from its clients. Changes in the tariff structure may be carried out by the party as and when desired.
- vii. Railway will provide electricity connections wherever desired by the contractor. The charges will be computed on average consumption basis at the time of installation and will be paid by the party on half yearly/annual basis. These lump sum charges will be reviewed periodically say, annually, to take into account changes in electricity rates etc. However, necessary installation charges for separate wiring (and also for meter if separate meter is desired by the party) for electrical connections to various publicity points will have to be paid by the party.
- viii. Contractor should not be asked to get clearances for commissioning of advertisements sites from other connected departments eg. electrical, engineering etc. Sr. DCM should be the nodal officer for such clearances on single window dealing basis.

Zonal Railways should apprise the Board of the results so that it may be considered for extension to other divisions.

2. PUBLICITY IN TRAINS

- a) A new technique is being adopted for advertisement on trains in which the whole coach is wrapped up using vinyl stickers. Such wrapping up of coaches may be preferable instead of conventional

painting of the coaches by the advertisers, provided the display of coach nos., logo, indication boards etc. on the exterior of the coaches is not interfered with. The process of wrapping up of coaches with vinyl stickers may be tried on a pilot project basis after taking due precautions in consultation with the Mechanical Deptt. Divisions will ensure that the technique adopted in wrapping of the exterior body of the coach with vinyl stickers doesn't interfere with the paint texture (gloss etc.) while taking off the same. This aspect of wrapping may be checked in one or two coaches before allowing full wrapping of the train. The advertising party will return the coach in its original texture after the vinyl has been removed.

- b) It has also been decided that display of advertisement boards of prescribed sizes can also be permitted inside the coaches at specific locations. The display boards should have high quality lamination and it should enhance the interior get up of the coaches. The number of such boards will vary for different type of coaches.
- c) The display plan for inside and outside the coach will be prepared by the advertiser and the same will be approved by Sr. DCM and Sr. DME (C & W).
- d) To begin with one train (Rajdhani/Shatabdi/Mail/Express) on each Zonal Railway should be identified for the above schemes and should be given on a two packet tender basis.

Board should be apprised of the results so that the scheme may be extended to other trains.

3. PUBLICITY ON PASSENGER AND SUBURBAN TRAINS

In the same manner as for Rajdhani/Shatabdi/Mail/Express trains, it has been decided that the advertisement activity should be permitted on local passenger and suburban trains also by wrapping up coaches with vinyl stickers and by permitting display of advertisement boards of specified sizes at the prescribed locations inside the coaches. This may also be done through two packet open tenders on a pilot project basis on some trains by each zonal railway.

4. OTHER INNOVATIVE IDEAS

Certain new ideas/fields/media of commercial publicity may also be tried which are as follows:

- a. A large number of stations have public address systems which are used for disseminating information relating to railway commuters. In between announcements, short jingle of a product may be tried.
- b. A small space on the concourse/circulating area or on platforms may also be earmarked for display of new products.
- c. Some advertising firms have shown interest in upgrading waiting rooms, retiring rooms, concourse etc. at some railway stations with permission to

advertisement. This may be explored as the advertisers would also pay handsome amount in addition to the upgradation.

Other existing instructions will continue to be applicable.

This issue with concurrence of Civil Engineering, Mechanical and Finance Directorates of the Ministry of Railways.

Kindly acknowledge receipt.



(R.K. Tandon)
Executive Director Passenger Marketing
Railway Board.

No. 2005/TGIV/39/2/EOI

New Delhi, dt. 07.05.06

Copy to:

FA & CAOs, All Zonal Railways
Director (Audit), All Zonal Railways



For Financial Commissioner
Railway Board.

Copy to:
Chief Commercial Managers, All Zonal Railways
CEs, All Zonal Railways
DRMs (Divisions nominated for pilot project)