

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

No.2005/TGIV/39/8/EOI

New Delhi, dtd 23.10.06

The General Managers,  
All Zonal Railways.

(Commercial Circular No. 90 of 2006)

**Sub: Sole rights for Commercial publicity**

**Ref: Board's letter No.2005/TGIV/39/8/EOI dated 1.5.2006  
(Commercial Circular No.36 of 2006)**

Railways have been advised vide Board's letter referred to above for awarding sole advertisement rights on an entire division. The divisions on which the pilot project was to be implemented were also identified. However, some railways have expressed inability in getting response for sole advertising rights for the entire nominated division. Board has re-examined the issue in the light of response from the zonal railways & the following changes/modifications have been approved.

1. In case there has been no response to sole advertisement rights for the nominated division either on inviting tenders or on contacting the advertisers, CCM may nominate any other division which has the potential for award of sole advertisement rights.
2. In case the entire division can not be nominated for award of sole advertisement rights, a cluster of stations may be selected for award of sole advertisement rights. In case advertisement rights cannot be given for even a cluster of stations, station as a whole may be given for sole advertisement rights. For large stations, where it has been experienced that it is not possible to give the entire station on sole advertisement rights, the station may be divided into convenient zones. The size of a zone for this purpose, however, should not be less than one platform.

3. The period of contract for piecemeal advertisement rights should be 3 to 5 years as per guidelines issued vide policy circular No 24 dated 9.5.2000 on commercial publicity.
4. In order to avoid delay in finalization of reserve price, the divisions are empowered to fix the highest annual earning realised from the zone/station/cluster of stations during the preceding 3 years as the reserve price for that zone/station/cluster of stations. However, in case it is felt that the potential of the zone/station/cluster of stations is higher, the reserve price can be fixed higher than the highest annual earning as mentioned above.
5. An escalation clause of 10% every year should be built-in in all the agreements for contracts other than sole advertisement rights for entire division. In case, the Zonal Railways feel that the escalation clause can be kept higher due to the potential of the area being given for advertisement, the same may be revised upwards.

Other instructions contained in circular under reference will remain applicable.

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



(H.V. Sharma)

Executive Director Passenger Marketing,  
Railway Board

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



for Financial Commissioner, Railway Board

Copy to:

1. Chief Commercial Managers, All Zonal Railways
2. CEs, All Zonal Railways
3. DRMs (Divisions nominated for pilot project)