

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

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

New Delhi, dated 20.11.06

The General Managers,
All Zonal Railways.

(Commercial Circular No. 99 of 2006)

Sub: Commercial Publicity on PRS tickets

Some of the Zonal Railways have sought guidelines from Board regarding advertisements on PRS tickets. The matter has been considered and it has been decided to permit advertisements on PRS tickets. The Zonal Railways may invite open tenders in this regard as per broad guidelines given below:

1. The size of ticket stationery should be 18cmX10cm against the present size of 15cmX9cm.
2. The existing specifications for quality and thickness of paper should be followed.
3. Print area (of ticket details) should be restricted to the same area as existing 13cmX9cm and the remaining portion should be used for advertisements.
4. Advertisements may be allowed on the front of the ticket – with advertisement strips at the bottom & right margin. On the back of the ticket – a strip at the bottom and right half of the remaining space may be permitted for advertisement.(sample enclosed)
5. There should be no picture in the advertisements on the front of the ticket and it should be in text only. Advertisement with pictures may be allowed on the back of the ticket. The pictures should not be indecent.
6. The message through advertisements should not be socially offensive and should be in keeping with public morality. Advertisements regarding intoxicants, cigarettes, bidis and other tobacco products are strictly prohibited. The colour scheme of the advertisements should be aesthetically appealing.
7. Zonal Railways will bear the cost of stationery and printing of the area containing ticket details in different colours as well as the cost of printing the advertisement as shown in the sample. Printing may be done using UV (Ultra-violet) ink.

8. Multi-coloured advertisements may be allowed. Advertisement charges per ticket will be payable by the advertisers to the Railways. Open tenders may be invited to get the best offer. The period of contract may be for one year.
9. Reserve price per ticket may be fixed by the Zonal Railways with Finance concurrence and should cover the cost of the multi-coloured pre-printed blank stationery and cost of printing the advertisement at least. The idea should be to maximize the earnings from this source of revenue.
10. General instructions printed on the back of the tickets may be restricted to an area of 9cm x 7cm on the top left side by suitably adjusting the font size.
11. Only the following general instructions may be printed with an appropriate font size so as to adjust it bilingually in the given area:
 - a. This ticket is not transferable.
 - b. Quote PNR no. for enquiries/cancellations/modifications.
 - c. Ticket is valid only alongwith travelling authority, age proof (in case of senior citizens/children availing concessions), warrant etc., if any.
 - d. Departure time printed on the ticket is liable to change.
12. In case there is no response for advertisements on PRS tickets, the tickets may be printed on the same stationery & in the same manner as being printed as of now.

This issues with the concurrence of Finance, Stores and C&IS Directorates of the Ministry of Railways.


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

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New Delhi, dtd 20.11.06

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

 
for Financial Commissioner, Railways

Copy to:
Chief Commercial Managers, All Zonal Railways.
MD, CRIS, Chanakyapuri, New Delhi.

