

**GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA**

UNSTARRED QUESTION NO:3101

ANSWERED ON:20.03.2008

ADVERTISEMENT ON TRAINS

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Will the Minister of RAILWAYS be pleased to state:

- (a) whether the Indian Railways proposes to allow advertising on trains;
- (b) if so, the details in this regard; and
- (c) the extent to which yearly revenue the Railways will generate from such advertisements?

Answer

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS(SHRIR. VELU)

(a) & (b): Policy guidelines already exist for commercial advertising on trains. There are various schemes of commercial advertising on interior and exterior of the trains like display of advertisement panels, vinyl wrapping of coaches, package of advertising rights on trains etc.

(c): An amount of Rs. 99.50 crore has been earned through commercial publicity from April,07 to Dec., 07 which includes earnings through publicity on trains. Various new ideas/schemes for commercial advertising on trains are being tried and it is expected to earn a handsome amount.