

**GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA**

UNSTARRED QUESTION NO:2771
ANSWERED ON:18.08.2011
ADVERTISEMENT IN RAILWAYS
Maadam Shri Vikrambhai Arjanbhai

Will the Minister of RAILWAYS be pleased to state:

- (a) whether it is a fact that Railways have decided to allow train engines and bogies for the purpose of advertisements;
- (b) if so, the details thereof;
- (c) whether advertisements would be allowed on all trains or on selected routes; and
- (d) the estimated income from such advertisements and amount out of that income likely to be spent on administration and passengers amenities?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF RAILWAYS (SHRI K.H. MUNIYAPPA)

(a) to (c): Policy guidelines already exist for commercial advertising on trains. There are various schemes of commercial advertising on interior and exterior of trains like display of advertisement panels, vinyl wrapping of coaches etc. Advertising is permitted in all categories of trains irrespective of route.

(d): The earning through commercial advertising, including advertising on trains during the year 2010-11, was Rs. 187.74 crore. The amount spent on administration and passenger amenities depends upon the overall requirement and availability of funds and does not have any direct co-relation with the earnings through advertisements only.