

**GOVERNMENT OF INDIA  
RAILWAYS  
LOK SABHA**

UNSTARRED QUESTION NO:1521  
ANSWERED ON:22.03.2012  
ADVERTISEMENT REVENUE IN RAILWAYS  
Shekhawat Shri Gopal Singh

**Will the Minister of RAILWAYS be pleased to state:**

- (a) whether the Railways have been earning huge revenues by way of renting out slots for advertisements and hoardings;
- (b) if so, the zone-wise details thereof;
- (c) whether all the zones have taken necessary steps to mobilise optimum revenues from this segment; and
- (d) if so, the details thereof ?

**Answer**

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

(a) to (d): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) OF UNSTARRED QUESTION NO.1521 BY SHRI GOPAL SINGH SHEKHAWAT TO BE ANSWERED IN LOK SABHA ON 22.03.2012 REGARDING ADVERTISEMENT REVENUE IN RAILWAYS.

(a) & (b): Yes, Madam. Though period of requisite information has not been mentioned, however, the zone-wise earnings from advertisements during the financial years 2009-10 to 2011-12 (upto Dec.11) are as under:

(Rs. in crore)

Zone    2009-10   2010-11   2011-12 upto Dec'11

Central	30.27	34.22	18.27
Eastern	5.80	9.41	4.59
East Central	0.89	0.95	1.04
East Coast	4.03	3.97	1.96
Northern	40.84	32.92	4.64
North Central	2.66	3.22	1.73
North Eastern	1.63	2.15	1.46
North East Frontier	0.76	0.27	0.81
North Western	4.36	3.83	3.19
Southern	18.86	25.30	16.75
South Central	5.21	8.93	5.29
South Eastern	2.61	3.16	1.66
South East Central	0.56	1.30	1.12
South Western	4.53	3.73	3.98
Western	36.24	39.97	32.51
West Central	1.80	2.38	2.45
Metro	9.15	12.03	4.98

Total    170.20   187.74   106.43

(c) & (d): Policy guidelines have been issued to the zonal Railways for generating revenue through commercial advertisements by utilizing various assets of railways i.e. station premises, trains, approaches to the major stations and other suitable areas. Exploring potential for additional revenue generation through advertisements is a continuous process and various new ideas /schemes such as bulk advertising rights, vinyl wrapping of trains, on board infotainment etc. have been adopted for maximizing the Commercial Publicity earning.