

**GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA**

UNSTARRED QUESTION NO:781
ANSWERED ON:09.07.2009
ADVERTISEMENT ON TRAINS
Sugavanam Shri E.G.

Will the Minister of RAILWAYS be pleased to state:

- (a) whether the Railways propose to mobilise additional revenue by allowing advertisers to display products on board trains in a big way;
- (b) if so, the details thereof and the number of trains selected for the scheme and the estimated revenue likely to be generated through the scheme yearly;
- (c) whether it is proposed to expend the scheme further; and
- (d) if so, the details thereof?

Answer

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

(a) to (d): 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. Various new ideas/schemes for commercial advertising on trains are tried from time to time. However, the earnings therefrom is not feasible to be assessed at this stage.