

GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS
RAJYA SABHA
UNSTARRED QUESTION NO. 3954
ANSWERED ON 27.03.2026

ADVERTISING REVENUE IN TRAINS

3954 SMT. PHULO DEVI NETAM:
SHRI NEERAJ DANGI:

Will the Minister of RAILWAYS be pleased to state:

- (a) the revenue earned from advertisements displayed inside trains, on train exteriors and at railway stations since 2022, zone-wise and year-wise;
- (b) the list of advertising agencies or vendors empanelled or awarded contracts for such advertisements during this period, zone-wise;
- (c) the details of advertisements displayed and the duration of such display since 2022, brand-wise;
- (d) whether any guidelines exist regarding content standards and approval mechanisms for advertisements displayed in trains, if so, the details thereof; and
- (e) the number of complaints received regarding objectionable advertisements since 2022, year-wise?

ANSWER

MINISTER OF RAILWAYS, INFORMATION & BROADCASTING AND
ELECTRONICS & INFORMATION TECHNOLOGY

(SHRI ASHWINI VAISHNAW)

(a) to (e): Indian Railways has formulated comprehensive Non-Fare Revenue (NFR) policies to earn non-fare revenue through advertisement and branding initiatives. Under the Out-of-Home (OOH) advertising policy, there are opportunities for advertising in circulating areas of stations. Rail Display Network (RDN) policy enables digital advertising through screens and display systems in stations and circulating areas. In addition, mobile assets such as trains and coaches (both inside and outside) have been leveraged for branding and advertising under extant guidelines.

Revenue earned from Advertisement is a part of Sundry Revenue. The segment-wise Revenue details is available in the Annual Statistical Statement of Indian Railways.

All advertisement contracts are awarded through e-auction on the Indian Railways E-Procurement System (IREPS) online portal. The bidder is selected as per the policy on Commercial Earnings and Non-Fare Revenue and the related Special Conditions of Contract which outline the eligibility criteria for advertisers.

For advertisements displayed in trains, prior approval to every Advertising Plan is mandatory and has to be submitted to the office of Divisional Authority of the concerned Railway Division. However, brand selection for display of advertisement is advertising agency's prerogative. Advertising agency is required to follow Central/ State Laws for display of advertisements. Advertisements that are objectionable in the eyes of law are prohibited. The following advertisements are not permitted for display inside/outside trains:

- i. Advertisements of alcoholic drinks.
- ii. Advertisements against background scenes which are erotic in character.
- iii. Competitive advertisements from other modes of transport.
- iv. Advertisement from Private Insurance companies offering policies against Railway Accidents.
- v. Advertisements of Cigarettes, Bidis and other Tobacco products.

However, in case of any violation, an immediate corrective action is taken.
