

**GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS**

**LOK SABHA
UNSTARRED QUESTION NO.3397
TO BE ANSWERED ON 22.03.2017**

AUCTION FOR BRANDING AND ADVERTISING RIGHTS

3397. SHRI SUMAN BALKA:

Will the Minister of RAILWAYS be pleased to state:

(a) whether the Railways is starting mega auctions for the branding and advertising rights of over 1,000 of its trains to monetise its existing assets; and

(b) if so, the details thereof?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS

(SHRI RAJEN GOHAIN)

(a) & (b): Yes, Madam. Railways have initiated the process of awarding rights for advertisement on trains of different categories for monetizing the mobile assets to increase Non -Fare Revenue.
