

**GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS**

**LOK SABHA
UNSTARRED QUESTION NO. 1608
TO BE ANSWERED ON 27.11.2019**

REVENUE GENERATION THROUGH ADVERTISEMENT

†1608. SHRI AJAY KUMAR MISRA TENI:

Will the Minister of RAILWAYS be pleased to state:

- (a) whether the Government has taken a decision to use/book trains for advertisement with a view to generate additional revenue;**
- (b) if so, the additional revenue likely to be generated through this new scheme; and**
- (c) if not, the reasons therefor?**

ANSWER

MINISTER OF RAILWAYS AND COMMERCE & INDUSTRY

(SHRI PIYUSH GOYAL)

(a) to (c): In order to generate additional revenue for Indian Railways, Railway Board has empowered General Managers to permit advertising on trains through vinyl wrapping under the windows. A fixed rate of ₹25 lakhs per year per rake for EMU/DMU/MEMU and fixed rate of ₹50 lakhs per year per rake for other coaching trains has been fixed for Central/State Governments and other Public Sector Undertakings for the same. By following these guidelines Indian Railways has earned ₹1.50 cr. and ₹1 cr. during 2018-19 & 2019-20 (upto October, 2019) respectively.
