

**GOVERNMENT OF INDIA  
MINISTRY OF RAILWAYS**

**LOK SABHA  
UNSTARRED QUESTION NO. 2902  
TO BE ANSWERED ON 17.12.2025**

**ADVERTISEMENTS IN RAILWAY STATIONS AND TRAINS**

**2902. SHRI S JAGATHRATCHAKAN:**

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

- (a) the details of policies and guidelines governing advertisements displayed in railway stations, platforms, foot-overbridges and inside trains along with the criteria used to approve advertisers;**
- (b) the revenue generated from station-level and train-level advertisements during the last five years, State/UT and railway-zone-wise;**
- (c) the steps taken/being taken by the Government to ensure advertisements displayed in public railway spaces do not promote misleading, harmful/non-permitted content along with the mechanism for monitoring such violations; and**
- (d) the measures implemented/being implemented to expand digital advertising, modern display systems and station branding initiatives to increase non-fare revenue for the Railways?**

**ANSWER**

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

**(SHRI ASHWINI VAISHNAW)**

**(a) to (d): Various policies regarding advertisements displayed at railway stations, platforms, foot-overbridges, and inside trains have been issued by Indian Railways. These includes:**

- **Advertisements in station premises are governed by the Rail Display Network (RDN) Policy**
- **Advertisements in other Railway areas are covered under the Out of Home Advertising (OOHA) Policy.**
- **Advertising on the interior and exterior surfaces of trains and locomotives is covered under various policies on Mobile Assets.**

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

**Revenue generated from station-level and train-level advertisements is maintained zone-wise, as each Zonal Railway covers multiple States and Union Territories. During last 5 years, Rs. 1,313 cr have been earned through station-level and train-level advertisements.**

**To ensure that advertisements do not display misleading, harmful, or non-permitted content, the Special Conditions of Contract include provisions on display standards and restrictions. Railway administration ensures compliance through regular monitoring of advertisement sites.**

**To promote digital advertising, the Ministry has also introduced the Rail Display Network Policy, which allows Railways to install digital screens, video walls, Glow Sign Boards and similar formats. Zonal Railways have accordingly awarded contracts for digital advertising, and Metro Railway Kolkata has awarded station co-branding contracts based on local feasibility.**

**\*\*\*\*\***