

**GOVERNMENT OF INDIA  
MINISTRY OF RAILWAYS  
LOK SABHA  
UNSTARRED QUESTION NO. 6022  
TO BE ANSWERED ON 01.04.2026**

**REVENUE FROM ADVERTISEMENTS**

**6022. KM. SUDHA R:**

**SHRI BENNY BEHANAN:**

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

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

**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.**

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