

**GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS**

**LOK SABHA
UNSTARRED QUESTION NO.481
TO BE ANSWERED ON 02.12.2015**

REVENUE THROUGH ADVERTISEMENTS

481. SHRI SUNIL KUMAR MONDAL:

Will the Minister of RAILWAYS be pleased to state:

- (a) whether the Railways propose to earn revenue through advertisements over its various properties;**
- (b) if so, the details thereof and the revenue earned by the Railways through advertisements during the last three years and the current year; and**
- (c) the steps taken by the Railways to increase income through advertisements?**

ANSWER

**MINISTER OF STATE IN THE MINISTRY OF RAILWAYS
(SHRI MANOJ SINHA)**

(a) to (c): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (c) OF UNSTARRED QUESTION NO. 481 BY SHRI SUNIL KUMAR MONDAL TO BE ANSWERED IN LOK SABHA ON 02.12.2015 REGARDING REVENUE THROUGH ADVERTISEMENTS.

(a): Yes, Madam.

(b): Comprehensive guidelines exist for generating revenue through commercial advertisements by utilizing various assets of Railways like station premises, trains, approaches to the major stations, Road over Bridges (ROBs), Road under Bridges (RUBs) etc. Railway-wise details of revenue earned through advertisements during the last three years and the current year are as under:

(₹. in Crores)

Railway	2012-13	2013-14	2014-15	2015-16 Upto Aug' 2014
Central	34.63	45.04	38.06	15.68
Eastern	5.20	6.38	6.62	0.61
East Central	2.86	1.82	3.01	0.41
East Coast	4.63	5.76	3.51	1.38
Northern	52.80	13.06	23.84	9.88
North Central	3.21	3.11	3.62	1.45
North Eastern	3.20	3.33	3.56	0.82
Northeast Frontier	1.28	1.47	1.21	0.46
North Western	4.09	7.03	6.14	0.79
Southern	32.77	33.69	37.41	18.30
South Central	10.12	9.72	11.78	4.62
South Eastern	1.87	3.10	2.83	1.08
South East Central	1.68	1.95	2.49	1.20
South Western	11.86	18.92	15.20	5.81
Western	40.86	55.74	58.14	24.92
West Central	3.77	5.14	5.98	3.03
Metro	12.08	12.89	19.02	4.00
Total	226.91	228.15	242.42	94.44

(c): To assess the earning potential/value of select media assets of Indian Railway, Rail India Technical and Economic Services (RITES) has been directed to facilitate selection of a Professional Media Market Evaluation Agency (PMMEA), which would identify and assess the potential for additional revenue generation through advertisements.