

**GOVERNMENT OF INDIA  
RAILWAYS  
LOK SABHA**

UNSTARRED QUESTION NO:1793

ANSWERED ON:04.08.2005

REVENUE FROM ADVERTISEMENT

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

- (a) the total revenue earned by the Railways through advertisements during 2004-05;
- (b) whether the Railways are contemplating to enhance revenue through expansion of advertisements;
- (c) if so, the details thereof;
- (d) whether tenders for advertisements have been invited from Advertising Agencies;
- (e) if so, the details in this regard; and
- (f) the amount likely to be earned from advertisements during the current year?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS (SHRI R. VELU)

(a): Rs. 50.21 crore (approx.)

(b): Yes, Sir.

(c): Railway have adopted a pro-active approach by giving newspaper advertisements, publishing information brochures & conducting meetings with advertising companies. Besides, steps have been taken for maximising contracts under sole advertising rights, reassessment of value of sites, revision of rates and identification of innovative ideas & new locations.

(d) & (e): As per the extant procedure, the sites/locations for commercial publicity are allotted preferably through open tender. Inviting tenders for advertisements is a continuous process.

(f): It is expected to make a positive growth.